

# Jayhawk Football

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Kansas vs. Nebraska





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# Jayhawk Football

**Kansas**

**vs.**

**Nebraska**

**Nov. 4, 1978**

**Memorial Stadium**

**Lawrence, Kan.**

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# Today's Game

## Kansas

### vs. Nebraska

Kansas will be out to end a five-game losing streak and a nine-year dry spell against Nebraska when it faces the powerful Cornhuskers today.

Suffering from a five-game losing skein, Kansas' overall record has dipped to 1-7 and its Big Eight mark has sagged to 0-4. A win over the Cornhuskers would not only put an end to that skid, but also nine years of frustration versus the Big Red.

KU hasn't beaten Nebraska since 1968 when its Orange Bowl-bound squad topped the Cornhuskers 23-13 in Lincoln. Since then, it's been all Nebraska.

NU has won the last nine meetings to run its domination of the 87-year-old series to 60-21-3. And its won those meetings rather handily outscoring KU 338-56 and shutting out the Jayhawks four times.

Last year's meeting in Lincoln was fairly typical of how things have gone between the two in recent years. Nebraska romped, 52-7, while amassing a school record 550 yards rushing. Runningbacks I. M. Hipp (200 yards), Rick Berns (107 yards and three TDs) and Tim Wurth (90 yards) led the onslaught.

Unfortunately for the Jayhawks, Hipp, Berns, Wurth and a good number of other Cornhuskers are back from that team. They've raced to a 7-1 overall record and share the Big Eight lead with Oklahoma at 4-0.

"It looks like the same old Nebraska to me," said KU head coach Bud Moore. "They have big, strong personnel in every position and lots of depth. Nebraska has a great football team."

There were some doubts about that when NU dropped

its opener, 20-3, at Alabama in a nationally televised game. However, the Huskers have bounced back winning seven straight.

"What's impressed me more than anything about Nebraska is how they've reacted to that opening day loss at Nebraska," Moore said. "That was a big game with a lot of attention and publicity focused on it and Nebraska just had one of those days — they couldn't get untracked and everything Alabama did worked. It would have been pretty easy to get down after an experience like that, but Nebraska's done nothing but get better since then."

In fact, Nebraska's improved enough to rank second in the country with 479.7 yard of total offense a game, third with 321.0 yards rushing per outing and second with 38.6 points per game.

Moore will try to counter that firepower with a young, injury-riddled Kansas team. He did get some encouraging news last week with the healthy re-

### Keep Your Eyes on the Scoreboard

Oklahoma at Colorado	Texas A&M at SMU
Kansas State at Iowa State	Louisville at Wichita State
Missouri at Oklahoma State	Michigan State at Illinois
Notre Dame-Navy (Cleveland)	Michigan at Iowa
Maryland at Penn State	Northwestern at Purdue

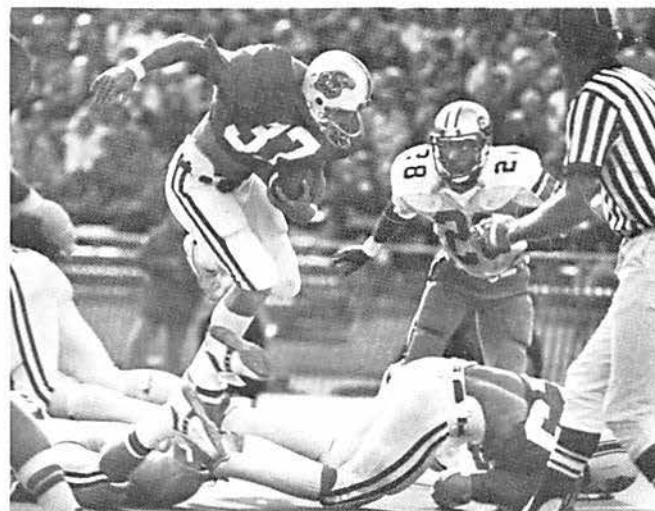
turn of senior fullback Max Ediger and sophomore linebacker John Calovich, but Kansas still has had over a third of its squad injured this season, including 13 performers who are out for the year.

Facing those kind of obstacles and a rugged schedule — Nebraska is KU's sixth nationally ranked opponent in nine games this year — Moore would like to see some results in the win column, but would settle for some steady improvement over the remainder of the year.

"At this point, our goal is simply to improve as a football team," he said "If

we can learn to eliminate mistakes, execute our own schemes better and get tougher mentally, we have a chance to have some success these last three weeks of the season."

Following today's game, KU takes to the road to wind up the 1978 campaign. The Jayhawks meet traditional rivals Missouri and Kansas State to finish the year. Nebraska, meanwhile, faces its long-awaited showdown with Oklahoma next week in Lincoln and then finishes up the regular season with a home date against Missouri.



Senior fullback Max Ediger returned to the Kansas lineup for the first time in a month last week against Iowa State and gave notice he's recovered from his hamstring problem. The Topeka, Kan., native picked up 40 yards on 10 carries.

### Kansas Seniors

Seven Kansas seniors will be making their last appearance in Memorial Stadium today while two others will be watching from the sidelines. Injured quarterback Brian Bethke and defensive end Harry Murphy won't be suiting up today, but the following will be playing their final home game for KU:

- John Algee, NG, St. Louis, Mo.
- Jerry Calovich, DE, Kansas City, Mo.
- Max Ediger, FB, Topeka, Kan.
- Franklin King, OG-DT, Pocatello, Idaho
- Tom O'Doherty, OG, Omaha, Neb.
- Mark Vicendese, WB, Berkeley Hts., N.J.
- Mike Wellman, C, Lawrence, Kan.

## An Inheritance 112 Years Old

# Commitment to Excellence



To the thousands of students who have attended The University of Kansas in its 112-year history, KU represents a heritage rich in tradition but flexible in its ability to meet new challenge. Though the face of the campus has changed, it remains one of the most beautiful and memorable in the country. Likewise, the University's commitment to excellence remains its strongest resource, as enrollments continue at record levels and as educational programs grow in diversity. It is a commitment that has been shared by KU's students and faculty since the University's inception, a commitment that was underscored in 1890, when the first chapter of Phi Beta Kappa west of the Mississippi River was formed at KU.



This commitment to excellence has led KU to a position of eminence among public universities in the United States. It has produced an enthusiasm among its alumni and

friends that consistently has placed KU among the top 10 public universities in the country in the amount of private endowments received. It has fostered numerous University-sponsored public service programs to meet the increasingly complex educational needs of Kansas. It has led to research in a wide variety of fields that has placed KU scientists at the forefront of discovery. It has produced top artists, mathematicians, linguists, health researchers, scholars in virtually every field.

This year, as in the past, KU's students are its lifeblood. Contributions by students have helped The University of Kansas maintain its status as a progressive, modern institution of higher learning. The academic accomplishments of its students, combined with KU's traditional excellence in teaching, research and public service, have brought the University such prestigious honors as membership in the Association of American Universities. KU is one of only 25 public universities to belong to this association. Excellent students come to KU for their college education. Fifty percent of them graduated in the top quarter of their high school classes, and 80 percent were in the top half. KU not only attracts excellent students, it has been attract-

ing them in ever increasing numbers. At a time when college and university enrollments are declining nationwide, KU's enrollment has been on the upswing. Over the last five years, KU's total enrollment has climbed by more than 25 percent and now exceeds 25,000. While here, KU's students further distinguish themselves and bring credit to the University.

Graduates of The University of Kansas also bring distinction to their alma mater as they advance in their professions. KU alumni have made important contributions in state

and national political leadership, in the academic world as teachers and administrators, in science and technology, in all the professions. KU even is represented among the select group of people who have journeyed to the moon.

The University of Kansas also enjoys a national reputation for the quality of its scholarly research. Last year KU received more than \$31 million in research grants. Included were funds for investigations into the causes and cures of cancer, pharmaceutical research, treatment of children with developmental disabilities, improving





aircraft stability, exploration for new sources of energy, and other areas. In fact, in every field of study at The University of Kansas, faculty members are on the cutting edge of their disciplines, and are contributing to the advancement of knowledge through their research activities.

Nowhere is KU's commitment to excellence more in evidence than at



the College of Health Sciences and Hospital in Kansas City and Wichita. In addition to the \$3.5 million radiation therapy center now under construction, the University is completing construction of a \$55 million addition which will make the University Hospital one of the outstanding health education, research and patient care centers in the nation. The University has increased medical school enrollment by 60 percent since 1971 and, based on the number of medical students in proportion to population, is educating doctors in Kansas at a rate 50 percent higher than the national average.

While it educates more doctors, nurses, and allied health professionals, the University also encourages them to establish their practices in Kansas, where their services are needed,

and has created the Physician Placement and Recruitment Program to aid this effort. Additionally, the University has mounted an extensive health care outreach program to support doctors, nurses, and allied health professionals in their work. The health care outreach program will be regionally organized with regional health education centers.

Through these regional health education centers, the University's extensive continuing education program for doctors, nurses, and allied health professionals will be administered, as will such other outreach programs as the Nurse Practitioner Training Program, the Physician Placement and Recruitment Program, the Preceptorship Program, residency rotations and other efforts to help meet the health care needs of Kansans. There is no higher priority at KU than the effort to meet the health care needs of Kansas and the Health Care Outreach program is the clearest example of this effort.

The health care outreach programs are but a part of the University's outreach effort, which has grown significantly over the last five years. There are now more than 450 courses administered by the University's Division of Continuing Education off

campus each year. Also, the Division of Continuing Education offers professional seminars, police and fire training, and independent study by correspondence. In fact, it is estimated that more than 70,000 Kansans take part each year in one of the hundreds of KU continuing education programs which have been developed to meet the educational needs of Kansas citizens. Through KU's Regents Center in Overland Park and the Capitol Complex Public Management Program in Topeka, as well as a host of other programs, more educational oppor-

tunities are being made available at locations away from the campus.

The vitality of The University of Kansas also is illustrated at both the Lawrence and Kansas City campuses by an unprecedented construction boom. Over the last five years construction projects totaling more than \$159 million either have been completed or are under way.

Clearly the tremendous improvement in facilities at The University of Kansas will enhance in a significant way the educational environment for students and faculty as well as ena-



ble the University to be of expanded service to all Kansans.

These are just some of the many qualities, achievements, characteristics and developments that make The University of Kansas the exciting institution it is. They are reinforced by the University's commitment to excellence, a commitment that enables KU to grow and change to meet the needs of a growing and changing Kansas.

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## Broadcast Bloopers

# Tongue-Tied at the Mike

By JACK WILKINSON  
New York Daily News

During a telecast of an Eastern football game a few years back an announcer was waxing eloquent on the life, liberty and pursuit of football by the young men spread out on what, in the golden age of sport was called the "vast panorama of the green plain below," when he got is tongue wrapped around his eye teeth and could not see what he was saying.

"Well fans," he well-fanned, "That's an odd offensive lineup, looks to me like a shotgun or a throw-back to the old box formations of the Knute Rockne Days. What do you think, Barry?"

Barry, being a color man who wanted to keep his nice seat in the booth and also not wanting to show up the head man, did not answer. Instead, he quickly scribbled a note and passed it on. The announcer still has the note, pressed between pages of his notes detailing the salad days of Harry Wismer.

"The other team has the ball" the note stated and, as an afterthought, added, "you stupid compost collector." Well, it didn't exactly say that, but you get the idea. That's what can happen to a sportscaster when he commits the cardinal sin of taking his eye off the ball. In this case, he not only took his eye off the ball, he took it off the team who just lost it on downs and who had coughed it up to the other guys.

But speaking of Harry Wismer, as we did a few lines back, there was Harry one day covering the annual fall festivities between

Army and Navy. Harry had his eye on the ball but not on the clock, or at least, the clock which told the correct time. "Nine seconds to go," bellowed Harry, "eight, seven, six . . ." By the time he got down to one he was hysterical and he called, in a voice calculated to bring home the cows, hogs and all the fish in the sea, "ONE SECOND LEFT TO GO IN THIS FOOTBALL GAME!!!!!!" Turned out there was more than a second — much more — and we'll let the curtain of imagination and charity descend upon the scene, adding that there are many in sports today who will tell you that Harry never did know what time it was.

All of which proves that strange things can happen when you sit up there behind the mike and the camera wanders about the field. Keith Jackson once was handed a cup of coffee whilst following the action and paused to sip. "Yow," he yelled, "that stings," as his caffeine carrier was molten-lava hot. At that moment a horrendous block was thrown and caught by the camera and Jackson admit that his comment fit the situation. "Since then," he adds, "I always test the coffee . . ."

Bloopers by announcers "up there in the booth" have happened since the days of the crystal set and the early coverage of sport, notably football, where weather conditions often play a big part in the proceedings. Once, while his colleague was on the sidelines, the main man described things and then segued into "let's go down on the field to old Jim." At that point Jim had slipped in the side-line mud and

looked like the victim of a quicksand murder in a Boris Karloff movie. "Have to take it back from Old Jim," said the main man. "he's up to his a . . . ah, his ankles in mud." That was an almost blooper, but close enough.

Therein lies the terror of the blooper, the fact that once stated, it cannot be taken back. The announcer

to the right man. "Jones on the carry . . . he laterals out to Smith who moves . . ." Sometimes there were two and three laterals and Bill would heap praise on the team under discussion as "ringmasters in an aerial circus."

Stern's close friend, Clem McCarthy, rarely did football. He is best recalled



has that bewildered attitude of "did I really say that?" and for the next few minutes handles things as though he were shuffling high explosives. Your announcer then tries to relax, play it cool, a sort of whistling in the graveyard.

Goofs on the air can be covered up, or at least could be on radio when the audience was of sound ear but unseeing eye. Bill Stern, the old Colgate shave cream man, was most adept at this. The possessor of perhaps the most exciting and dramatic voice in sports, Bill would frequently have the wrong man carrying the ball. So he would simply insert a lateral pass and get the ball

for his boxing broadcasts and is horse race coverage and in the latter he made what many consider the prime blooper of them all; Clem called the wrong horse crossing the finish line first in a Kentucky Derby.

McCarthy took it like the old pro he was, corrected his error, thus giving cardiac arrest to thousands of horse players, and said, somewhat laconically, "Well, you can't lateral a horse." You could sum up the situation with another blooper uttered in profundity one day by a sportscaster who said, with appropriate solemnity, "that's the color of another horse."

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## Memorial Stadium

# Almost Like New

If your surroundings look a little different this year, there's good reason — \$1.8 million worth of reasons.

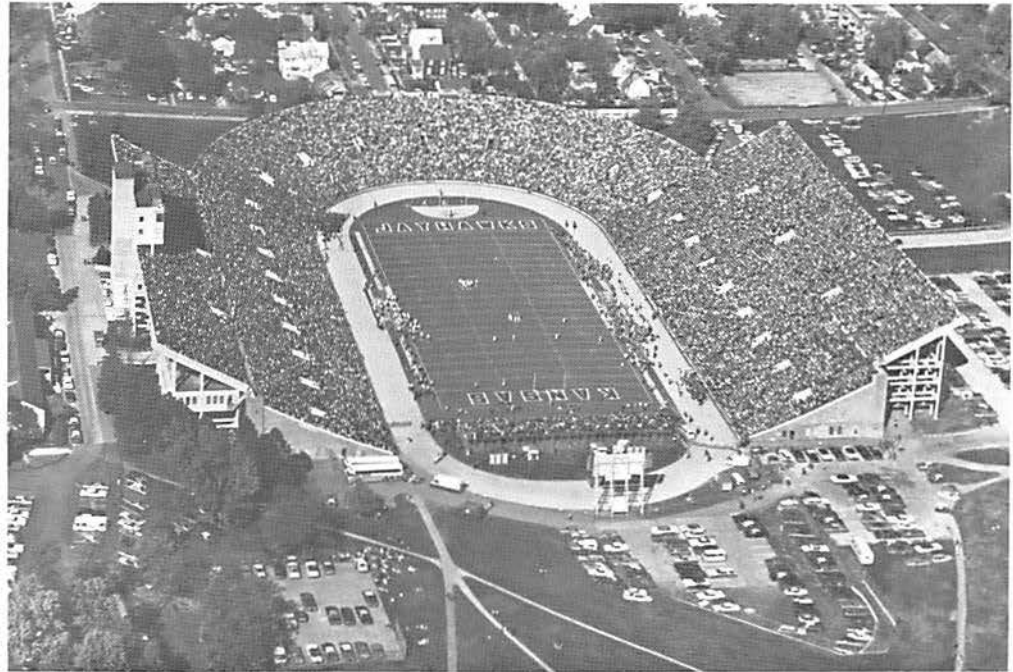
That's the figure for the renovation of Kansas' Memorial Stadium, an extensive project which was completed this summer. The result is a familiar setting with an almost brand new look.

"This renovation has completely transformed the stadium," said Floyd Temple, KU's physical plant director for athletics. "It's not only physically sound now, but also physically attractive. We've taken an old stadium, with all its uniqueness and familiarity, and given it the appeal and comfort of a new stadium."

Perhaps the most pressing problem was a severe structural deficiency caused by aging concrete. Entire sections of the 57-year-old structure had to be torn out and new concrete poured in place.

After the concrete was restored, a water-tight sealer was spread over the entire interior, and a bright new paint job was added inside and out.

On top of all that, the old



**With 51,500 people in the stands, it was hard to picture all the problems with Memorial Stadium. Decaying concrete, splintering bleachers, archaic dressing rooms, a crowded press box and a worn out artificial playing surface were all badly in need of attention. And thanks to a \$1.8 million renovation they all received it.**

wooden bleachers were removed and replaced with new aluminum seating.

Down on the field, the old artificial playing surface was torn up and auctioned to the public with surprising success. KU fans and area residents put the old turf to a variety of uses on

boat docks, patios and even as practice putting greens.

In its place, a new Astroturf surface was laid down. Also replaced were the runways for the pole vault, long and triple jumps.

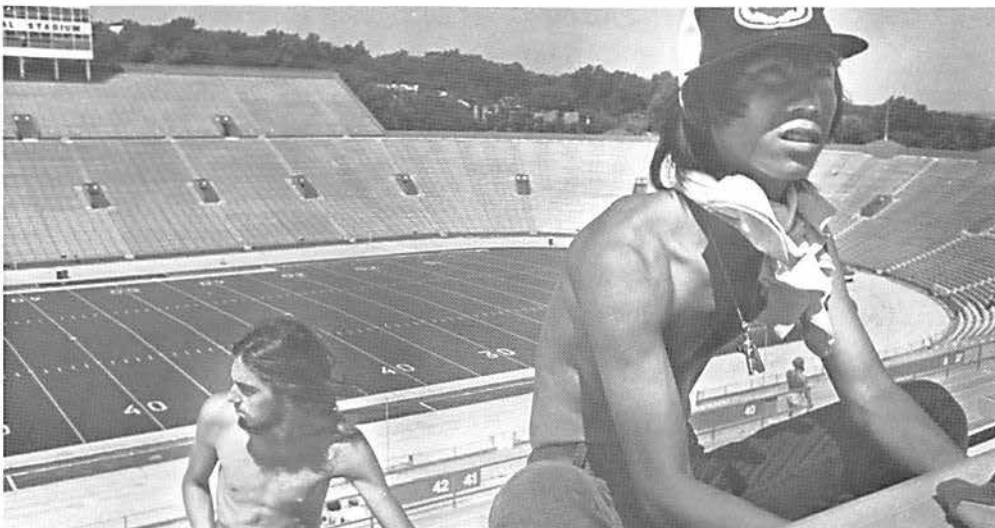
Also in for a facelift was

the press box. The once completely open photo deck on the top of the press box was enclosed, the television-radio booths were remodeled, and a new elevator shaft was added to facilitate access to the press box and concession areas for authorized personnel.

Also remodeled were the dressing rooms. Extensive renovation was necessary for both KU's and the visitor's dressing room, the latter also housing the KU track team during the spring. A new women's dressing room was added for use by the Lady Jayhawks' track team and during the Kansas Relays.

Finally, all 16 public rest rooms were remodeled with special facilities added for the physically handicapped.

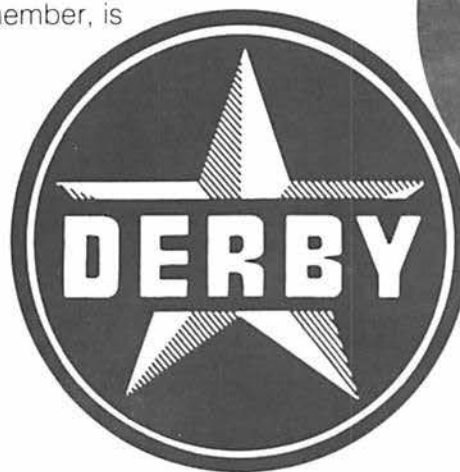
The end result — a nearly new, attractive, comfortable, sound structure at a fraction of the cost it would take to build a new stadium.



**One of the last steps in Memorial Stadium's renovation was the installation of new aluminum seating. These workmen put the finishing touches on the new seating which replaced the old wooden bleachers.**

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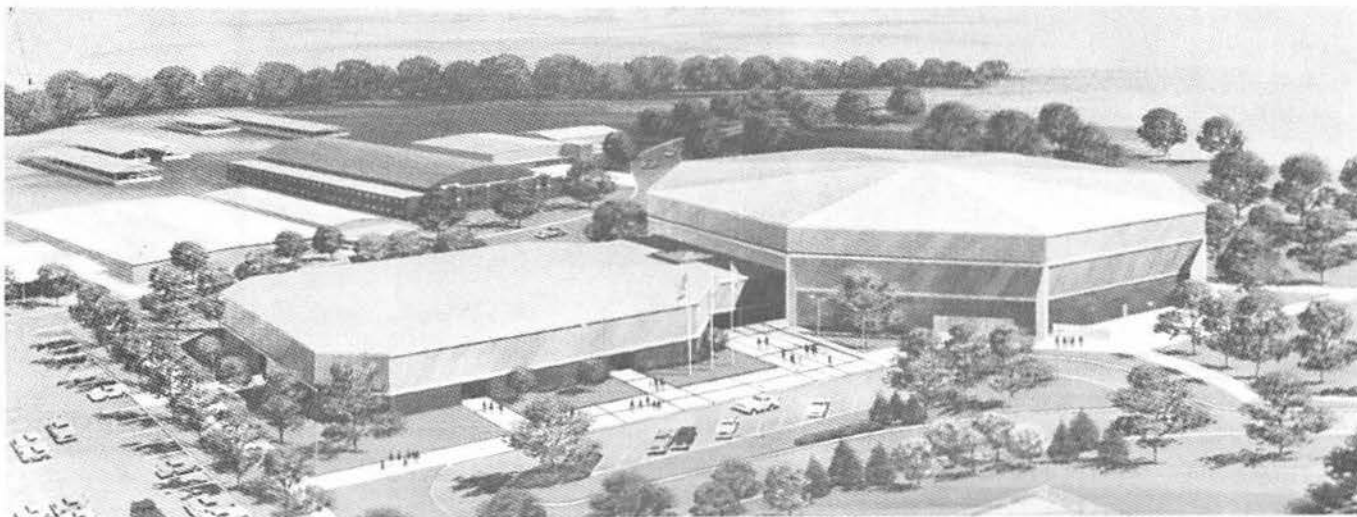


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# *SALINA – A DYNAMIC CITY*



## **Salina's New Bicentennial Center**

Pictured above is an architectural rendering of the new Salina Bicentennial Center. It is anticipated that this \$6,500,000 facility will be officially opened on June 9, 1979. The center will be one of the largest and finest conventions/sports/entertainment complexes in the Midwest. This unique and exciting center has a seating capacity of 8,106 and is ideally suited for either staged or in-the-round concerts, trade shows, expositions, conventions, circus performances, hockey, ice shows, basketball, etc.

Salina stands at the crossroads of America, the geographic hub of our nation's commerce and trade. And now, with the opening of the Bicentennial Center, our community enters a new era as the hub of America's dynamic and growing convention business. Welcome!

\*\*\*\*\*

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## KU Band

# Marching Jayhawks One of The Best

Recognized for many years as one of the country's finest, the University of Kansas Marching Band is the featured attraction during pre-game and halftime of all Kansas home games.

In addition, the 300-piece unit will accompany the Jayhawks this fall on road trips to Missouri (Nov. 11) and Kansas State (Nov. 18). A pep band will travel to Oklahoma State (Oct. 21).



Marching with ultimate precision and with a distinctive style that it has become characterized by, the KU Marching Band is best known for its unique combination of the best of the great traditions blended with the most exciting and innovative marching and musical material that can be created.

Students in the band represent virtually every school and department in the University with the largest numbers coming from the schools of Fine Arts, Education, Engineering, Business and Liberal Arts. While the largest number of students are from within the state of Kansas, the band also has representatives from all surrounding states as well as from such distant states as New York, Rhode Island, Florida, Georgia, and



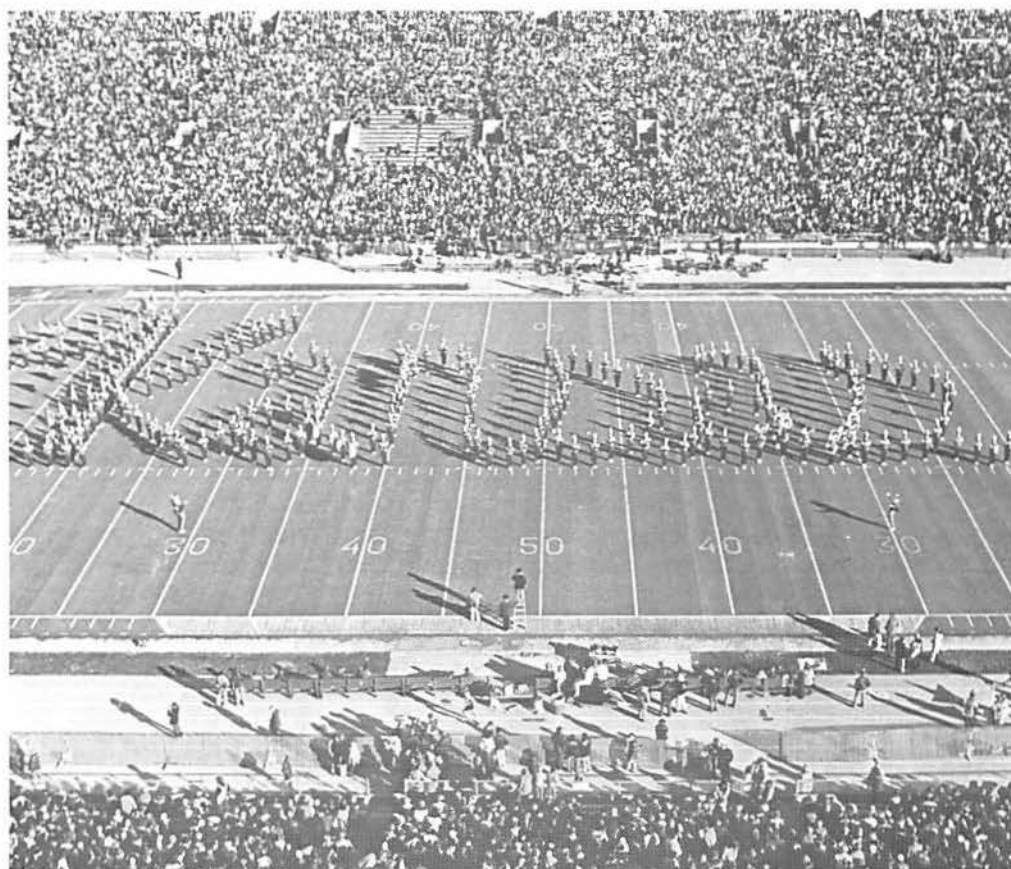
California. In all, 31 states are represented.

Director of KU bands is Prof. Robert Foster. He came to Kansas in 1971 after serving as Associate Director of Bands at the University of Florida.

The son of a highly successful high school band director in Texas, Prof. Foster enjoyed a high school career that successfully

mixed athletics and music. He was an all-district football player (on a team that won 13 consecutive games) and earned All-American honors in music when he was selected to the position of solo (first chair) cornet in the Music Educators National Conference All-National Band.

He earned degrees from the University of Texas and the University of Houston.



Recognized widely as one of the nation's top collegiate marching bands, the Kansas Marching Band is a 300-piece unit which

combines the best in precision drills, distinctive style and entertaining music.

## Football at Kansas

# A Stress on Academic as well as Athletic

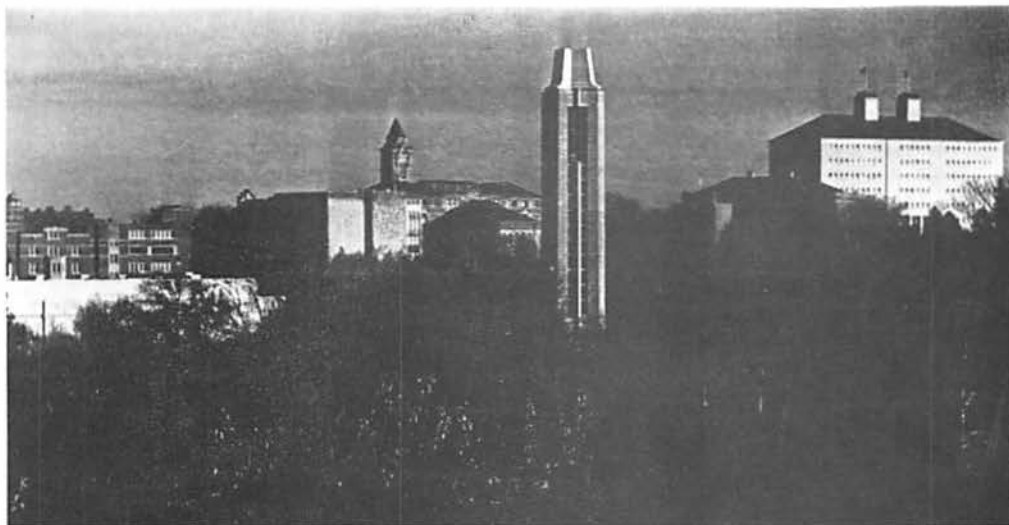
Selecting a college is never an easy task for a high school football star.

Chances are he's been contacted by a hundred or more schools, been awakened in the middle of the night by phone calls from recruiters and received more than his share of form letters.

Chances also are good that in his discussions with college recruiters he hears little about the true university — the educational opportunities, housing facilities, social activities and campus environment.

But the recruit who visits the University of Kansas is likely to find a unique approach to college football. A no nonsense, straight forward approach which stresses academic and athletic excellence.

The first visit a KU recruit makes is with the athletic department's academic coordinator Mike Fisher. From there, a meeting will



Mount Oread provides a beautiful setting for both academics and athletics. KU's student-athletes receive equal exposure to both with the best on and off field training.

be set up with a professor from the field the student-athlete plans to enter.

KU's stress on academics doesn't stop there, though. Fisher follows the student-athlete's scholastic progress throughout his years at

Kansas. From supervised study halls to special counseling provided by Prof. Don Kounas' group in the history department, each KU student-athlete receives a solid academic background.

And even beyond their col-

lege career, KU athletes are given assistance through a job placement program established by Fisher.

Meanwhile, the student-athlete's football career is directed by head coach Bud Moore and his staff — John Levra, Larry Jones, Ken Martin, John Hadl, Don Blackwelder, Hank Hettwer, Jim Webster, Jack White, Clayton Williams and Don McLeary. Most likely, the recruit's first contact will be with Hettwer.

Beginning his fourth full year as KU's recruiting coordinator, Hettwer's approach to recruiting is thorough. He has done in-depth studies of recruiting trends throughout the country.

"I think every recruit, whether he was previously familiar with KU or not, has a favorable reaction when he visits the campus," Hettwer said. "The first thing we always try to stress is the importance of his education and working towards a degree."

"After that, we like to point to the tremendous athletic tradition at KU, a school which has produced the likes of Gale Sayers, Wilt Chamberlain



KU athletic department academic coordinator Mike Fisher (left) and Professor of History Don Kounas (right) huddle with sophomore quarterback Steve Smith. Fisher carefully oversees the academic progress of Jayhawk student-athletes while Prof. Kounas heads a valuable tutoring service for student-athletes.

# Excellence

and Jim Ryun. We're also very proud of the reputation of the Big Eight Conference. Finally, there is KU itself — our athletic facilities, the campus, the Lawrence community and the general area."

Hettwer points to KU's new football dressing, training and equipment complex — the Parrott Athletic Center — as an example of Kansas' top-notch facilities. The newly renovated Memorial Stadium is another in KU's constant effort to keep its facilities among the best in the nation.

Hettwer also is proud of another facet of KU's recruiting approach—the Sunflower Girls. These hard-working girls devote their weekends to guiding recruits around campus, introducing them to professors and dining with them at the training table.

In all, it's an approach to recruiting which many high school athletes find refreshingly different and which attracts many of them to KU.



Recruiting coordinator Hank Hettwer (left) and head coach Bud Moore spend hours assessing high school recruits. While placing a special emphasis on area prospects, KU's recruiting effort is nation-wide.



1978-79 Sunflower Girls—Front row, from left; Cheryl Leach, jr., Leavenworth, Kan.; Marcia McGilley, jr., Shawnee Mission, Kan.; Beth Peters, sr., Overland Park, Kan.; Jennifer Pratt, soph., Scranton, Kan.; Kerri Church, jr., Chanute, Kan., and Twyla McFall, jr., Wichita, Kan. Back row, from left: Cynthia Warren,

soph., Kansas City, Kan.; Ann Quinlan, jr., Lawrence, Kan.; Linda Shields, sr., Lawrence, Kan.; Stephanie McGhee, sr., Kansas City, Kan.; Wyvette Madison, jr., St. Louis, Mo., and Melanie Martin, jr., Topeka, Kan.



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## KU Staff

# Bob Marcum, Athletic Director

Robert K. "Bob" Marcum became the University of Kansas' seventh director of athletics when he was appointed by Chancellor Archie Dykes at an Aug. 1 press conference.

Marcum succeeded Clyde Walker, who served from July 10, 1973 to June 30, 1978 when he resigned to return to his native state as athletic director at North Carolina-Charlotte.

Marcum's appointment was greeted with widespread approval from the KU community. Faculty, students and alumni alike were impressed with the 41-year-old former associate athletic director at Iowa State.

"Bob has established a proven record the last seven years as associate director of athletics at Iowa State during which time that school has developed one of the top overall programs in the Big Eight Conference and the nation," said Dykes. "Under his leadership, I am confident our proud history and tradition in intercollegiate athletics will continue to grow and flourish."

For Marcum, the appointment was "the proudest day of my life."

Born Oct. 29, 1936 in Huntington, W. Va., Marcum brought an extensive background in coaching and athletic administration to KU.

He graduated from Huntington High School in 1955 following an impressive prep athletic career that saw him win 12 varsity letters — three each in football, basketball, track and baseball. He was a first team all-state halfback as a senior and was heavily recruited by Kentucky, Marshall, Ohio State, West Virginia and Tennessee among others. In basketball, he was a starting guard on Huntington's 1955 state runner-up squad. He



**Appointed August 1, 1978 by Chancellor Archie Dykes, new Kansas athletic director Bob Marcum met with overwhelming approval from KU alumni, faculty and students. Marcum came to KU after a highly successful seven-year stint as associate athletic director at Iowa State during which time the Cyclones' athletic program rose to national prominence.**

divided his time in track between the shot put and the 440-yard relay team, and he was a pitcher on the baseball team.

He enrolled at Marshall University in his hometown and began what promised to be an outstanding football career in the fall of '55. However, two knee injuries during his freshman season scrapped his career.

Marcum continued his involvement with Marshall athletics despite the knee injuries serving as trainer for the basketball team and as secretary of the Varsity Club. He graduated in the summer of '59 with a bachelor of arts degree in social studies comprehensive and physical education.

He began his coaching career that fall as an assistant football coach at Rutland, Ohio, High School, and remained there three years also serving as an as-

sistant in basketball and track.

In the fall of 1963, Marcum began a five-year stint as an assistant football coach at McKinley High School in Canton, Ohio. McKinley ran up a 39-11 record during those five years and went 9-1 in '64 to finish second in the state. Ironically, the school which defeated McKinley for the title, Massillon, was coached by current Iowa State mentor Earle Bruce.

It also was during his stay at McKinley that Marcum became associated with another man he'd work with at Iowa State. Serving as a committeeman on Woody Hayes' Ohio State recruiting program, Marcum worked under Buckeye assistant coach Lou McCullough, now athletic director at Iowa State.

Marcum left coaching in the fall of 1968 to become assistant principal at Hart-

ford High School in Canton. In 1970, he earned his master's degree in education from the University of Akron.

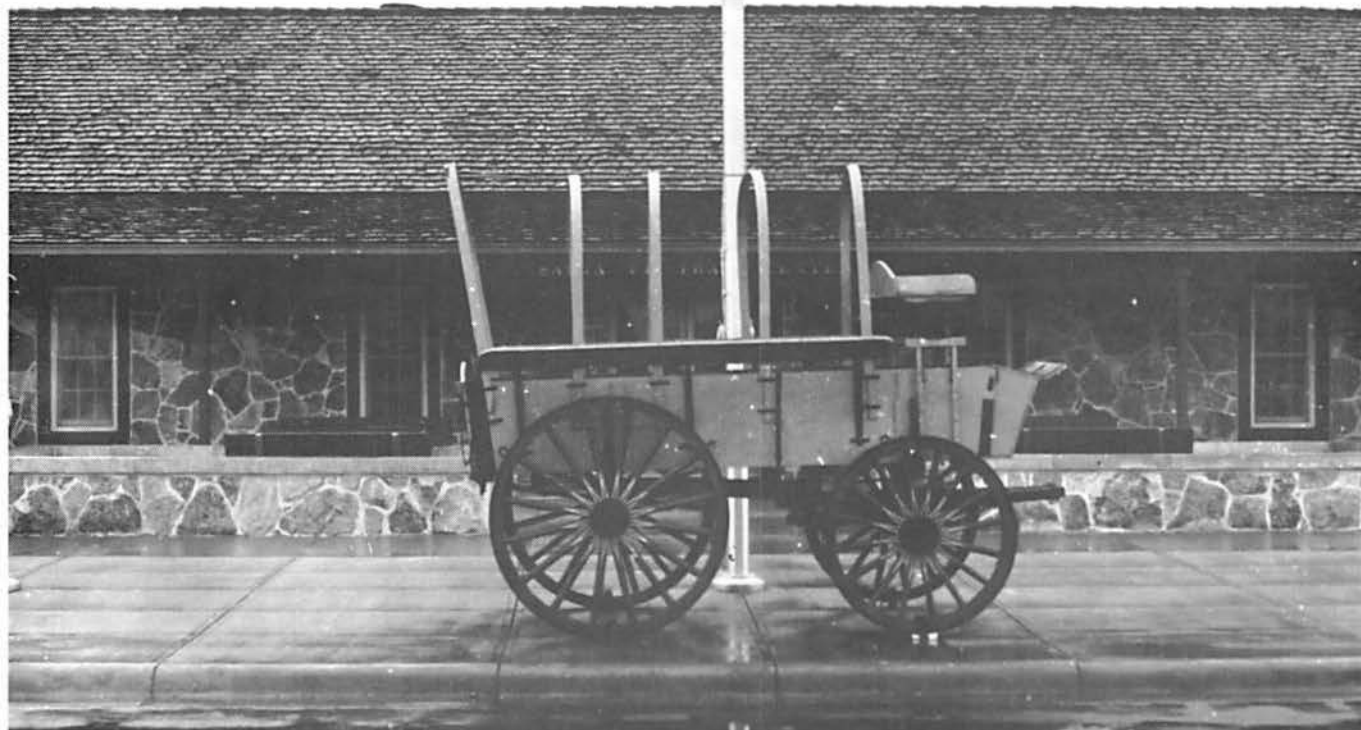
He remained at Hartford until July, 1971 when he followed McCullough to Iowa State as an assistant athletic director.

In his seven years at Iowa State, he held several responsibilities including supervision of the business office, preparation of budgets, public relations, fund raising, administration of departmental policies and procedures, and even helped with recruiting.

He was a key force behind ISU's rise to national athletic prominence and the construction of its top-notch facilities.

Marcum is married to the former Cecile Keener, a graduate of the University of Akron. They have one daughter, Diana, 20, a junior at Iowa State.

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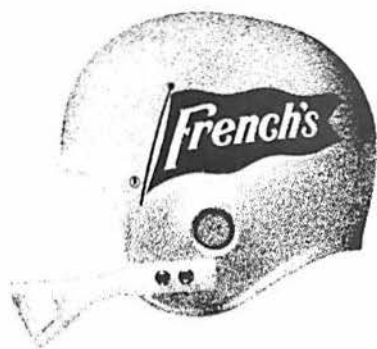
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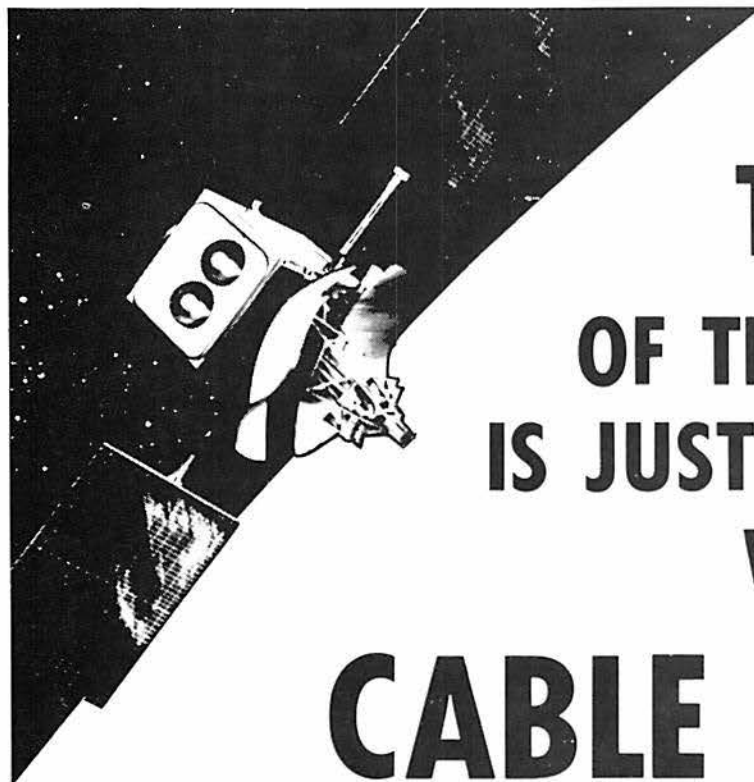
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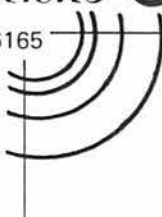
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## KU Staff

# Bud Moore, Head Coach

Even though Kansas is coming off a disappointing 1977 campaign, Jayhawk head coach Bud Moore remains one of the most highly respected young coaches in college football today.

While his 16-17-1 career record isn't overwhelming, Moore's accomplishments in three years at KU have been significant. He's led KU to two winning seasons, a bowl trip, and has generated an interest and enthusiasm for KU football.

The two winning seasons came back-to-back in 1975 and '76. They were the Jayhawks' first consecutive winning seasons since a hot streak from 1960-62.

In 1975 as a rookie head coach straight from Paul "Bear" Bryant's staff at Alabama, Moore turned a lot of heads in Kansas and the Big Eight. Coming off a 4-7 season in '74, Moore took basically the same team and transformed it into a title contender. The '75 Jayhawks ended the regular season with a 7-4 record, a fourth-place conference finish and a trip to the Sun Bowl, the school's fifth appearance in a bowl game.

During that first year, Moore installed a highly disciplined and regimented routine which produced a remarkable team unity. The dividends came in the form of the bowl trip and Big Eight coach-of-the-year honors for Moore.

The 1976 season looked even more promising until a mid-season knee injury shelved all-conference quarterback Nolan Cromwell. Nevertheless, Moore directed the Jayhawks to key wins over rivals Kansas State and Missouri, and a 6-5 record.

And despite a losing record, 1977 also had its highlights. Once again Moore coached KU to wins over K-State and Mizzou

(he's never lost a game to either of KU's arch-rivals) KU also topped Washington State and tied Colorado, both of whom were in the nation's top 20 at the time.

A quick look at the 38-year-old Moore's career shows that kind of success is nothing new. Moore has been associated with winners both as a player and assistant coach. He has participated in eight bowl games and has tutored seven All-Americans while earning a reputation as being one of the top young football minds in the country.

Moore was born Oct. 16, 1939 in Jasper, Ala. After a highly successful athletic career at West End High School in suburban Birmingham, Moore turned down numerous scholarship offers for a chance to play for Bear Bryant at 'Bama.

In his three varsity years at Alabama (1958-60), the

Crimson Tide ran up a record of 20-8-4 and appeared in two bowl games. Despite a lean 6-3, 184-pound build, Moore played end, as well as offensive and defensive tackle.

After graduating from Alabama in 1961 with a bachelor's degree in physical education, Moore did a brief stint with Bryant as a graduate assistant coach before moving on to the head job at Gadsden, Ala., High School.

In 1962, Moore joined Charlie Bradshaw's staff at Kentucky. He remained on the Wildcat staff through 1964 working with both lines.

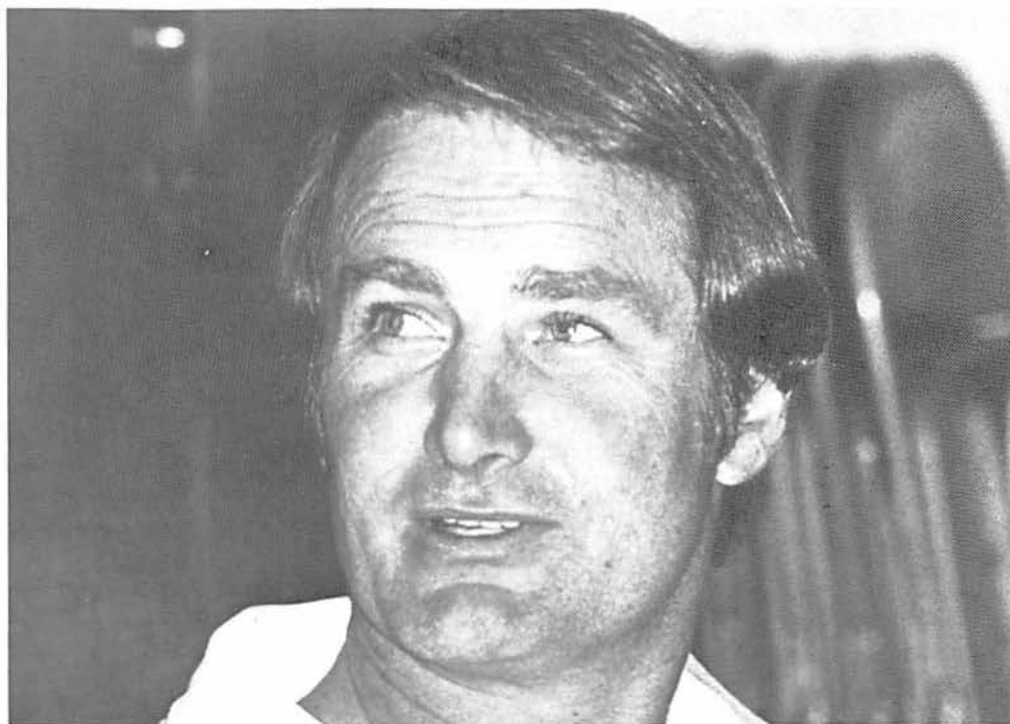
His next stop was Texas A&M where he was offensive coordinator under Gene Stallings. Stallings, like Bradshaw, had been an assistant at 'Bama during Moore's playing days. Moore's stay at A&M included one Southwest Conference championship

in 1967 and a 20-16 Cotton Bowl win over his own alma mater.

He left A&M in 1971 to become offensive line coach for Bill Dooley at North Carolina. It was during his stay at Chapel Hill that Moore first met the man who would later hire him as a head coach — former KU athletic director Clyde Walker who was an assistant athletic director at UNC at the time.

A year later, Moore moved back to Alabama as Bryant's offensive backfield coach, a job he kept until 1974 when he became 'Bama's offensive coordinator. During the years at Alabama, Moore was instrumental in developing the Tide's powerful wish-bone offense. Alabama also participated in three straight bowl games.

Moore is married to the former Margi Dominick of Kansas City. He has two children, Matt, 15, and Kimberly 12.



Beginning his fourth year as head football coach at Kansas, Bud Moore is regarded as one of the nation's top young coaches. He's led KU to two winning seasons and a bowl appearance in his first three seasons at KU.





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## CONCESSIONS

Refreshment stands are located throughout the stadium and vendors circulate through the stadium during the game.

## PUBLIC TELEPHONES

Designated on map at right.

## REST ROOMS

Men's and ladies' rest rooms are located beneath the stands in all sections of the stadium. Designated on map.

## LOST & FOUND

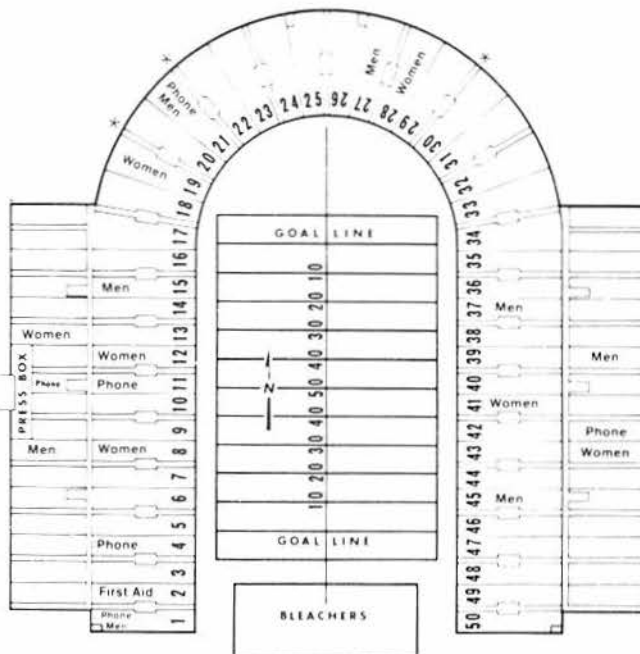
Lost articles may be claimed at the concessions office in Sec. 25, north bowl of the stadium. Parents may pick up lost children at the first aid station on ground level in Section 2.

## FIRST AID & CARDIAC EMERGENCY CENTER

The First Aid and Emergency Center is located on ground level in Section 2. Emergency cardiac units will circulate through the stadium during the game.

## PUBLIC ADDRESS ANNOUNCEMENTS

Only announcements of extreme emergency should be reported to the public address booth in the press box. Doctors should leave their number with the announcer at the Press Box. They will be paged by number.



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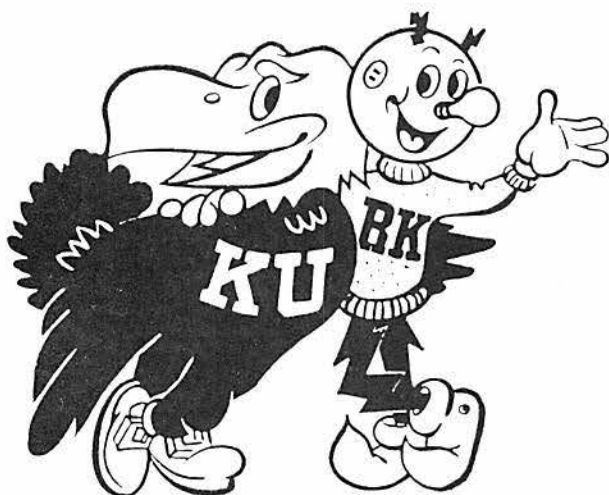
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## KU Staff

# Trainers, Manager

### Dean Nesmith

#### Head Trainer

An institution at Kansas and one of the most widely respected men in his business, Dean Nesmith is in his 41st year as KU's head athletic trainer.

A football letterman as a tackle on Jayhawk teams of 1933-35, Nesmith spent 1936 playing professional football for the old New York Yankees. He was back at KU the next year, though, to finish his degree and serve as a student trainer under Elwyn Dees. When Dees left the following year

for a similar post at Oklahoma State, Nesmith was named head trainer and has been on the job ever since.

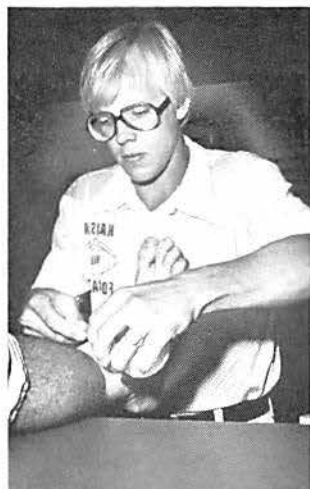
During his 41-years of service at KU, Nesmith has earned a reputation as one of the nation's top trainers. He served as chairman of the board for the National Collegiate Trainers Assn. in 1952-53 and was trainer for the United States' gold medal winning basketball team at the 1960 Olympic Games in Rome. In 1971, he

was elected to the Helms Foundation Hall of Fame for athletic trainers.

The medical profession doesn't stop with Dean in the Nesmith family. His wife Aileen was formerly director of nursing at Watkins Hospital, KU's student hospital; his son Les is a prominent ophthalmologist in Wichita, and his daughter Mrs. John Mohn of Great Bend is a graduate of the KU School of Nursing. Dean is a native of Belleville, Kan.



Dean Nesmith



Lynn Bott

### Lynn Bott

#### Assistant Trainer

Lynn Bott is in his third year as Kansas' assistant football trainer and head man for all other men's varsity sports.

A 1971 graduate of Dighton, Kan., High School, Bott received his bachelor's degree in physical education and biological

science in 1975 from Emporia State University. He then did an internship at the University of Arizona specializing in athletic training and doubled as head trainer at Tucson's Palo Verde High School.

Bott received his master's degree from Arizona in the summer of

'76. In addition, he's also a Certified Athletic Trainer, a Nationally Registered Emergency Medical Technician and a Kansas Certified Emergency Medical Technician.

Lynn and his wife Debbie are the parents of one-year-old Mindi Sue.

### Lary Trowbridge

#### Equipment Manager

If there's one person in the stadium who can tell the players without a program, it's equipment manager Lary Trowbridge.

Now in his second year as Kansas' football equipment man, Trowbridge oversees the complicated task of purchasing, outfit-

ting and the inventory of KU's football gear. He learned the ropes as the Jayhawks' student manager from the spring of 1974 to the summer of '77.

A 1971 graduate of Baldwin, Kan., High School, Trowbridge spent two years at Northeastern Ok-

lahoma A&M Junior College where he earned an Associate of Arts degree in '73. He spent a semester at Southwest Missouri State University before transferring to KU.

Larry is married to the former Cindy O'Bryon.



Lary Trowbridge



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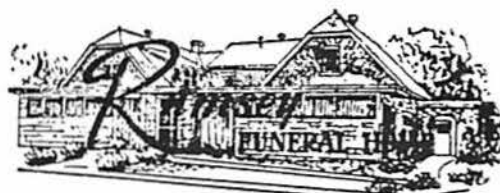
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# ABC Sports College Football Quiz

(The first season that college football was televised was in 1952 (NBC). The American Broadcasting Company acquired the NCAA package in 1954, picked it up again in 1960-61 and has been the network of college football every year since 1966. The following questions are derived from ABC's previous 16 seasons of NCAA football telecasts.)

1. USC quarterback Jimmy Jones threw a last minute 32-yard TD pass to give the Trojans a thrilling 14-12 victory in the 1969 USC-UCLA game televised by ABC. Who caught Jones' pass?

2. Johnny Rogers and Jerry Tagge were the Nebraska front-runners and Oklahoma had Jack Milden and Greg Pruitt. It was a relative unknown, however, who scored four touchdowns for Nebraska as it came from behind to defeat the Sooners, 35-21, in their 1971 showdown covered by ABC. Who was he?

3. 1971 was the only year in the history of wire service football rankings (established in 1936) that teams from the same conference finished 1-2-3 in a season's final poll. Who were those teams in order of their finish?

4. Notre Dame had taken a 24-6 halftime lead in 1974's televised game only to see it go up in smoke during a second half Trojan splurge. USC's Anthony Davis scored four TDs against the Irish that day but it wasn't a USC-ND game individual TD record. That was set in 1972 in a game seen over ABC. By whom and how many touchdowns did he score?

5. Michigan State came from behind to defeat Ohio State, 16-13, in a frantic finish to one of the most controversial games ever seen over ABC on Nov. 9, 1974. Two minutes after a Charley Baggett to Mike Jones 44-yard TD pass brought the Spartans to within four points of the Buckeyes (13-9), Michigan State regained possession and a running back raced 88 yards to score and provide the margin of victory. Who was he?

6. An obscure tight end playing for Notre Dame in the 1974 Sugar Bowl caught a clutch Tom Clements' pass enabling the Irish to keep crucial possession, run out the clock and win the game (24-23) as well as the national championship. Who was the end?

7. Two of the most exciting games ever seen on ABC had near identical conclusions in 1977. On Oct. 24, Oklahoma defeated Ohio State, 29-28 and on Nov. 25, USC defeated UCLA, 29-27. Who kicked field goals with only seconds left in both games to win for their respective teams?



1. Ernie Davis; 2. George Welsh; 3. John McKay; 4. Terry Brennan; 5. Howard Cassady; 6. Fran Tarkenton; 7. Jerry LeVias; 8. Joe Bellino; 9. Raymond Berry; 10. Coley O'Brien.

## QUIZ ANSWERS

1. USC's Sam Dickerson caught Jimmy Jones' game winning pass in the 1969 UCLA game.
2. Jeff Kinney.
3. 1) Nebraska; 2) Oklahoma and 3) Colorado which were the Associated Press' top three finishers in the 1971 final poll. These schools represent the Big Eight Conference.
4. It was Anthony Davis, who scored six touchdowns against Notre Dame in the 1972 game when the Trojans won, 45-23.
5. Levi Armstrong. On the last play of the game, Buckeye Brian Baschnagel scooped up a Cornelius Green fumble in the MSU endzone and claimed a touchdown, but the referee ruled that time ran out and the Spartans preserved the 16-13 win.
6. Robin Weber.
7. Uwe von Schamann of Oklahoma, in the first meeting ever between the Sooners and Ohio State, kicked a decisive 41-yard field goal with :03 seconds remaining after the recovery of an on-side kick to win for the Sooners.
8. Frank Jordan of USC kicked a 37-yard field goal with :02 seconds left to prevent UCLA from a Rose Bowl bid and provide the Washington Huskies with a trip to Pasadena.



# Kansas Jayhawk

**Jerry Calovich** — One of just two three-year lettermen on the team (Franklin King is the other), Calovich is playing his final home game for Kansas today. A starter all year at defensive end, Jerry's registered 44 tackles, including four behind the line of scrimmage for 18 yards in opponent losses. That gives him a career total of 98 tackles and 12 behind the line for 39 yards in losses. Jerry came to KU out of Kansas City's St. Pius High School where he was a prep All-American. His younger brother, John, is a linebacker for the Jayhawks.

**Max Ediger** — Ediger came to KU in 1974 as a walk-on and earned a scholarship the following season. He was redshirted that year, but has been a consistent running back for the Jayhawks ever since. KU's top returning ball carrier coming into the '78 season, Ediger was slowed by a hamstring injury early in the year, but rounded into shape last week. He's had 19 totes for 63 yards this fall. His best day this season was a 40-yard day last week against Iowa State. Max is a product of Washburn Rural High School in Topeka.

**Mike Higgins** — A letterman as a freshman and a productive runner last year, Higgins has been a starter this fall since overcoming a groin injury five weeks into the season. He has rushed 41 times for 183 yards. Last year as a sophomore, he carried 64 times for 268 yards, fourth best on the squad. His best day was this fall at Colorado when he picked up 82 yards on 12 carries. Higgins was an all-city pick as a senior at West Jefferson High School in suburban New Orleans.

**Tim Jones** — One of the fastest men on the Kansas squad, Jones is a transfer from Fort Scott, Kan., Community College. He started the year at split end, but was shifted to running back prior to the Washington game. He's carried just 17 times for 12 yards and has caught seven passes for 78 yards. He was a second team all-conference pick last year at Fort Scott and was one of the top sprinters in the league with a best of 9.4 in the 100-yard dash. A native of Panama City, Fla., Jones spent his freshman year at McPherson, Kan., College before transferring to Fort Scott.



**John Algee (55)**  
Sr. Noseguard



**Bobby Barrow (39)**  
Jr. Tailback



**Brian Bethke (17)**  
Sr. Quarterback



**Ed Bruce**  
Soph. Off. Guard



**Jerry Calovich (94)**  
Sr. Def. End



**John Calovich (66)**  
Soph. Linebacker



**Monty Carbonell (96)**  
Jr. Linebacker



**Charles Casey (92)**  
Jr. Def. Tackle



**Kirby Criswell (88)**  
Jr. Tight End



**Dave Dansdill (45)**  
Soph. Fullback



**Max Ediger (37)**  
Sr. Fullback



**Bob Fiss (58)**  
Soph. Center



**Dave Fletcher (75)**  
Jr. Off. Tackle



**Mike Gay (72)**  
Jr. Off. Tackle



**Bill Giffith (95)**  
Soph. Def. Tackle



**Dave Harris (43)**  
Jr. Cornerback



**Mike Higgins (32)**  
Jr. Tailback



**Jeff Hines (10)**  
Soph. Quarterback



**Mike Hubach (18)**  
Jr. Punter-Kicker



**Leroy Irvin (47)**  
Jr. Safety



**James Jackson (97)**  
Jr. Def. Tackle



**Greg Jones (82)**  
Soph. Tight End



**Tim Jones (27)**  
Jr. Runningback



**Franklin King (74)**  
Sr. OG-DT



**Augusta Kyles (59)**  
Soph. C-OG



**David Lawrence (67)**  
Soph. Off. Tackle



**Tracy Levy (34)**  
Soph. Tailback



**Mark Lissak (11)**  
Jr. Split End



# Football 1978



**Jimmy Little (28)**  
Jr. Wingback



**David Majewski (71)**  
Soph. Def. End



**Jay McAdam (78)**  
Soph. Off. Tackle



**John McCarroll (33)**  
Soph. Safety



**John McCray (70)**  
Jr. Off. Tackle



**Lester Mickens (16)**  
Soph. Split End



**Delvin Miller (31)**  
Soph. Cornerback



**Harry Murphy (57)**  
Sr. Def. End



**John Odell (76)**  
Soph. Def. Tackle



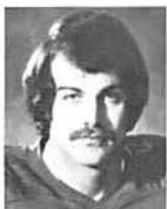
**Tom O'Doherty (65)**  
Sr. Off. Guard



**Steve Oliver**  
Jr. Off. Tackle



**Fred Osborn (69)**  
Jr. Def. End



**Jim Radcliffe (86)**  
Jr. Nose Guard



**Jim Ragsdale (63)**  
Jr. Off. Guard



**Al Roberts (61)**  
Soph. Off. Guard



**Greg Smith (77)**  
Soph. Def. Tackle



**Sam Smith (22)**  
Jr. Fullback



**Steve Smith (12)**  
Soph. Quarterback



**Lloyd Sobek (85)**  
Jr. Tight End



**Harry Sydney (8)**  
Soph. Quarterback



**Joe Tumpich (49)**  
Jr. Safety



**David Verser (89)**  
Soph. Split End



**Mark Vicendese (15)**  
Sr. Wingback



**Frank Wattlelet (40)**  
Soph. Safety



**Mike Wellman (54)**  
Sr. Center



**Bob Whitten (79)**  
Soph. Off. Tackle



**Tim Willey (38)**  
Jr. Fullback



**Scellars Young (52)**  
Soph. Linebacker



**Jim Zidd (51)**  
Jr. Def. End



**Lester Mickens** — Mickens has been a big addition to the KU squad this year. He's caught three passes for 46 yards despite taking a two-year rest from football. An all-starter in high school at Decatur, Ga., Mickens opted for track where he's one of the best middle distance men in the country. He spent his freshman year at Alameda, Calif., Junior College before transferring to KU last fall. He concentrated on track last year at KU winning the Big Eight Indoor 600-yard dash before deciding to return to the gridiron this fall.

**Fred Osborn** — A promising junior, Osborn is being redshirted this season following a summer softball accident in which he separated his shoulder. A linebacker the last two years where he made 32 tackles and earned one varsity letter, Osborn was switched to defensive end last spring and was running second string before the injury. Fred's from Elk Falls, Kan.

**Steve Smith** — Another redshirt, Smith probably will sit out the rest of this year. He had a promising freshman campaign in '77 gaining 41 yards on 23 carries, and hitting seven of 24 passes for 78 yards. He was a consensus all-stater his senior year at Emporia, Kan., High School. He quarterbacked the Spartans to a 12-0 record and the state 4A title as a senior while teaming with current KU freshman Russ Bastin to form one of the best passing combinations in state prep history.

**Frank Wattlelet** — A seldom used freshman last year, Wattlelet has progressed steadily this year and stepped into the starting strong safety post when Joe Tumpich injured his knee in the UCLA game. Since then, Wattlelet has been a reliable performer and has made 30 tackles. Frank's from Abilene, Kan.

Meet the Frosh

# '78 Jayhawk Freshmen



Front row, from left: Robert Gentry, Hot Springs, Ark.; Tim Friess, Lyons, Kan.; Roger Foote, Peabody, Kan.; Kevin Clinton, Wichita, Kan.; Kirk Maska, Hays, Kan.; Ray Evans, Jr., Kansas City, Mo.; Al Lee, Chicago, Ill.; Mike Pearl, Kansas City, Mo.; Dan Wagoner, High Point, N.C., and J. C. Booker, Hot Springs, Ark. Middle row, from left: Bob Hanna, Coffeyville, Kan.; Kyle McNorton, Topeka, Kan.; Kevin Murphy, Kansas City, Kan.; Brad Butts,

Mulvane, Kan.; Joe McCraney, Little Rock, Ark.; Grant Thieroff, Beloit, Kan.; Buford Johnson, N. Little Rock, Ark.; Chris Toburen, Pittsburg, Kan., and John Vaught, Hot Springs, Ark. Back row, from left: Joe Haus, Lee's Summit, Mo.; Todd Bertsch, Dodge City, Kan.; Mark Wilbers, St. Louis, Mo.; Greg Preble, Denver, Colo.; Karlton Ballard, Richmond, Va.; Russ Bastin, Emporia, Kan., and Earnest Hegwood, St. Louis, Mo.

## JAYHAWK BASKETBALL

Catch the Hustlin' Hawks in 13 Big Home Games

\*Nov. 20—Russian National Team  
Nov. 29—Fairleigh Dickinson  
Dec. 2—Murray State  
Dec. 4—Boise State  
Dec. 7—Oral Roberts  
Dec. 16—Southern Methodist

Jan. 17—Missouri  
Jan. 24—Iowa State  
Jan. 31—Colorado  
Feb. 2—Oklahoma State  
Feb. 10—Oklahoma  
Feb. 17—Kansas State  
Feb. 21—Nebraska

**Write Allen Field House Ticket Office  
Lawrence, Kan., 66045, for more information**

\*Exhibition game not included in season ticket package

**Don't Forget—1979 NCAA Midwest Sub-Regional on March 10 in Allen Field House**



# Know your candy signals.



**Signal for MILKY WAY® Bar.**

Raise three fingers of left hand while pointing with right. Get three great tastes in one great bar.



**Signal for SNICKERS® Bar.**

Left palm extended, while right hand makes three chopping motions. No matter how you slice it, it comes up peanuts.



**Signal for 3 MUSKETEERS® Bar.**

Look up and point with three fingers while right hand rubs stomach. It's the fluffy chocolate bar that gives your spirits a lift.



**Signal for "M&M's"® Plain Chocolate Candies.**

Alternate: left, palm extended with lifting and pointing to mouth. "The milk chocolate melts in your mouth—not in your hand."



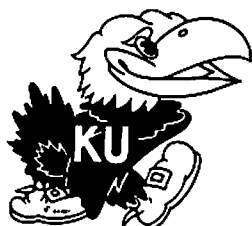
**Signal for "M&M's"® Peanut Chocolate Candies.**

Move finger in clockwise motion pointing toward head. Go crazy for the peanut chocolate candies. "The milk chocolate melts in your mouth—not in your hand."



**These candies are on sale in the stadium now.**

# Kansas Roster



## '78 Schedule

9/9	Texas A&M	.....	L	10-37
9/16	at Washington	...	L	2-31
9/23	UCLA	.....	W	28-24
9/30	Miami (Fla.)	.....	L	6-38
10/7	*at Colorado	.....	L	7-17
10/14	*Oklahoma	.....	L	16-17
10/21	*at Okla. State	....	L	7-21
10/28	*Iowa State	.....	L	7-13
11/4	*Nebraska	.....	1:30 (CST)	
11/11	*at Missouri	.....	1:30 (CST)	
11/18	*at Kansas State	... 1:30 (CST)		

\*Big Eight Conference game

No.	Name	Pos.	Ht.	Wt.	Class	High School
1	Robert Gentry	CB	6-2	185	Fr.	Hot Springs, Ark.
5	Dan Wagoner	RB	5-10	175	Fr.	High Point, N.C. (Andrews)
7	Tim Friess	FB	6-1	190	Fr.	Lyons, Kan.
8	Harry Sydney	QB	6-0	195	Soph.	Fayetteville, N.C. (71st)
9	Roger Foote	FS	6-3	185	Fr.	Peabody, Kan. (Peabody-Burns)
10	*Jeff Hines	QB	6-1	185	Soph.	Littleton, Colo. (Arapahoe)
11	Mark Lissak	SE	6-0	170	Jr.	Homewood, Ill. (Homewood-Flossmoor)
12	Steve Smith	QB	6-0	185	Soph.	Emporia, Kan.
13	Kevin Clinton	QB	6-3	205	Fr.	Wichita, Kan. (Southeast)
15	**Mark Vicendese	WB	6-1	185	Sr.	Berkeley Hts., N.J. (Livingston)
16	Lester Mickens	SE	5-11	175	Soph.	Decatur, Ga. (Gordon)
17	*Brian Bathke	OB	5-10	185	Sr.	Covina, Calif. (South Hills)
18	*Mike Hubach	K-P	5-11	185	Jr.	Cleveland, Ohio (West Tech)
20	Kariton Ballard	CB	5-11	195	Fr.	Richmond, Va. (Highland Springs)
22	**Sam Smith	FB	6-3	190	Jr.	Columbia, Mo. (Rock Bridge)
23	Russ Bastin	TE	6-2	190	Fr.	Emporia, Kan.
25	J.C. Booker	CB	6-1	180	Fr.	Hot Springs, Ark.
26	Al Lee	TB	6-2	185	Fr.	Chicago, Ill. (De LaSalle)
27	Tim Jones	RB	6-0	185	Jr.	Panama City, Fla. (Rutherford)
28	*Jimmy Little	WB	5-10	175	Jr.	Woodbridge, Va.
29	Bob Hanna	SS	6-3	185	Fr.	Colleyville, Kan. (Field Kindley)
30	Ray Evans	DB	6-1	190	Fr.	Kansas City, Mo. (Rockhurst)
31	Delvin Miller	CB	6-1	175	Soph.	Monessen, Pa.
32	*Mike Higgins	TB	6-1	185	Jr.	Gretna, La. (West Jefferson)
33	*John McCarroll	SS	6-2	185	Soph.	Duncan, S.C. (Byrnes)
34	Tracy Levy	TB	6-1	210	Soph.	Wichita, Kan. (Southeast)
35	Tony McNeely	FS	6-0	200	Fr.	Kansas City, Kan. (Sumner)
36	Kirk Maska	FS	6-0	185	Fr.	Hays, Kan.
37	*Max Ediger	FB	6-2	200	Sr.	Topeka, Kan. (Washburn Rural)
38	Tim Willey	FB	6-2	195	Jr.	Houston, Tex. (Sharpstown)
39	*Bobby Barrow	TB	5-8	185	Jr.	Louisville, Ky. (DeSales)
40	Frank Wattlelet	SS	5-11	185	Soph.	Abilene, Kan.
41	Brad Butts	FB	6-2	195	Fr.	Mulvane, Kan.
43	Dave Harris	CB	5-11	175	Jr.	Fowler, Kan.
45	Dave Dansdill	FB	6-2	210	Soph.	Burlington, Iowa
46	Kevin Murphy	SE	6-3	195	Fr.	Kansas City, Kan. (Sumner)
47	*Leroy Irvin	FS	5-11	180	Jr.	Augusta, Ga. (Glenn Hills)
50	Joe McCraney	NG	5-10	235	Fr.	Little Rock, Ark. (Central)
51	*Jim Zidd	DE	6-1	230	Jr.	Cleveland, Ohio (John Marshall)
52	*Scallars Young	LB	6-4	210	Soph.	St. Louis, Mo. (Central)
53	Grant Thierolf	C-OG	6-3	210	Fr.	Beloit, Kan.
54	*Mike Wellman	C	6-4	245	Sr.	Lawrence, Kan.
55	*John Algee	NG	5-11	225	Sr.	St. Louis, Mo. (Sumner)
56	John Vaught	LB	6-0	190	Fr.	Hot Springs, Ark.
57	*Harry Murphy	DE	6-3	220	Sr.	Shawnee Mission, Kan. (East)
58	Bob Fiss	C	6-3	245	Soph.	Shawnee Mission, Kan. (South)
59	*Augusta Kyles	C-OG	6-5	230	Soph.	St. Louis, Mo. (Northwest)
60	Todd Bertsch	DE	6-3	200	Fr.	Dodge City, Kan.
62	Earnest Hegwood	LB	6-2	215	Fr.	St. Louis, Mo. (Central)
63	Jim Ragsdale	OG	6-2	230	Jr.	Kansas City, Mo. (Hickman Mills)
64	Chns Toburen	DE	6-2	205	Fr.	Pittsburg, Kan.
65	*Tom O'Doherty	OG	6-2	230	Sr.	Omaha, Neb. (Creighton Prep)
66	*John Catovich	LB	6-2	205	Soph.	Kansas City, Mo. (St. Pius)
67	*David Lawrence	OT	6-5	235	Soph.	Parsons, Kan.
68	Joe Haus	DE	6-4	220	Fr.	Lee's Summit, Mo.
70	John McCray	OT	6-3	280	Jr.	Wichita, Kan. (Heights)
71	Dave Majewski	DE	6-0	220	Soph.	Norridge, Ill. (Ridgewood)
72	*Mike Gay	OT	6-5	250	Jr.	Salina, Kan. (South)
73	Greg Preble	OT	6-4	275	Fr.	Denver, Colo. (Kennedy)
74	***Franklin King	OG-DT	6-0	255	Sr.	Pocatello, Idaho
75	*Dave Fletcher	OG	6-3	255	Jr.	Kansas City, Mo. (Hickman Mills)
77	*Greg Smith	DT	6-4	270	Soph.	Chicago, Ill. (Mendall Catholic)
78	Jay McAdam	OT	6-4	245	Soph.	Milwaukee, Wis. (Riverside)
79	Bob Whitten	OT	6-3	260	Soph.	Junction City, Kan.
81	Kyle McNorton	LB	6-1	195	Fr.	Topeka, Kan. (Seaman)
82	*Greg Jones	TE	6-3	210	Soph.	Osborne, Kan.
85	*Lloyd Sobek	TE	6-4	230	Jr.	Lee's Summit, Mo.
86	Jim Radcliffe	NG	6-1	230	Jr.	Clifton, N.J.
88	*Kirby Criswell	TE	6-6	235	Jr.	Grinnell, Iowa
89	*David Verser	SE	6-0	180	Soph.	Kansas City, Kan. (Sumner)
90	Bulford Johnson	LB	6-1	190	Fr.	North Little Rock, Ark. (Northeast)
92	*Charles Casey	DT	6-3	230	Jr.	Saginaw, Mich.
94	***Jerry Catovich	DE	6-3	225	Sr.	Kansas City, Mo. (St. Pius)
95	Bill Griffith	DT	6-3	225	Soph.	Ballwin, Mo. (Lafayette)
96	*Monty Carbonell	LB	6-2	225	Jr.	Chatham, Ill. (Glenwood)
97	*James Jackson	DT	6-4	235	Jr.	Rowland, N.C.

\*Indicates varsity letters.



# The New Chevrolet.



The 1979 Caprice Classic.

## America has driven it to the top.

In just two short years over a million people have bought and enjoyed The New Chevrolet Caprice and Impala. Pretty darn impressive.

Of course, one reason for the success of The New Chevrolet is that it's simply a very beautiful car. And we suggest the '79 version is even more beautiful.

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The New Chevrolet for 1979. Pleasing to the eye. Pleasing in lots of other ways, too.

It's no wonder America's driven it to the top. See your Chevrolet dealer.

You're invited to visit the Chevrolet "Locker Room" exhibit at the National Football Foundation's new College Football Hall of Fame at King's Island (25 miles north of Cincinnati). This unique museum lets you participate in the fascinating history of college football. Don't miss it.







## When Kansas has the ball

### KU Offense

46	K. Murphy	SE
72	Gay	LT
74	King	RG
54	Wellman	C
65	O'Doherty	RG
79	Whitten	RT
88	Criswell	TE
8	Sydney	QB
37	Ediger	FB
32	Higgins	TB
27	T. Jones	WB

### NU Defense

92	Nelson	LE
55	Horn	LT
51	Weinmaster	MG
93	Pensick	RT
96	Andrews	RE
40	Dunning	SLB
38	Kunz	WLB
16	Fischer	LCB
29	Pillen	MON
9	Gary	S
34	Means	RCB

### JAYHAWKS

1	Robert Gentry	CB	35	Tony McNeely	FS	66	John Calovich	LB
5	Dan Wagoner	RB	36	Kirk Maska	FS	67	David Lawrence	OT
7	Tim Friess	FB	37	Max Ediger	FB	68	Joe Haus	DE
8	Harry Sydney	QB	38	Tim Willey	FB	70	John McCray	OT
9	Roger Foote	FS	39	Bobby Barrow	TB	71	Dave Majewski	DE
10	Jeff Hines	QB	40	Frank Wattlelet	SS	72	Mike Gay	OT
11	Mark Lissak	SE	41	Brad Butts	FB	73	Greg Preble	DT
12	Steve Smith	QB	43	Dave Harris	CB	74	Franklin King	OG
13	Kevin Clinton	QB	45	Dave Dansdill	FB	75	Dave Fletcher	OG
15	Mark Vicendese	WB	46	Kevin Murphy	SE	77	Greg Smith	DT
16	Lester Mickens	SE	47	Leroy Irvin	FS	78	Jay McAdam	OT
17	Brian Bethke	QB	50	Joe McCraney	NG	79	Bob Whitten	OT
18	Mike Hubach	K-P	51	Jim Zidd	DE	81	Kyle McNorton	LB
20	Karton Ballard	CB	52	Scellars Young	LB	82	Greg Jones	TE
22	Sam Smith	FB	53	Grant Thierolf	C-OG	85	Lloyd Sobek	TE
23	Russ Bastin	TE	54	Mike Wellman	C	86	Jim Radcliffe	NG
25	J.C. Booker	CB	55	John Algee	NG	88	Kirby Criswell	TE
26	Al Lee	TB	56	John Vaught	LB	89	David Verser	SE
27	Tim Jones	TB	57	Harry Murphy	DE	90	Buford Johnson	LB
28	Jimmy Little	WB	58	Bob Fiss	C	92	Charles Casey	DT
29	Bob Hanna	SS	59	Augusta Kyles	C	94	Jerry Calovich	DE
30	Ray Evans	DB	60	Todd Bertsch	DE	95	Bill Griffith	NG
31	Delvin Miller	CB	62	Earnest Hegwood	LB	96	Monty Carbonell	LB
32	Mike Higgins	TB	63	Jim Ragsdale	OG	97	James Jackson	DT
33	John McCarroll	SS	64	Chris Toburen	DE			
34	Tracy Levy	TB	65	Tom O'Doherty	OG			

### — OFFICIALS —

Referee	Earl Shostrom
Umpire	Bob Klisares
Linesman	Dale Schreurs
Line Judge	John McClintock
Field Judge	John Schroeder
Back Judge	Virgil Deering

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# The University of Kansas

**Chancellor:** Dr. Archie R. Dykes  
**Founded:** 1866  
**Enrollment:** 25,500  
**Nickname:** Jayhawks  
**School Colors:** Crimson and Blue

Established by early settlers in a state that was but five years old, The University of Kansas has from its beginning been a leader in higher education.

The University of Kansas opened its doors on September 12, 1866, and became the first university on the Great Plains. The University consisted of one building, North College Hall, on the northern promontory of Mount Oread, overlooking the growing town of Lawrence. A faculty of three greeted 29 men and 26 women on the first day of classes.

Since then, KU has grown to its present enrollment of more than 25,000 students, and the physical plant consists of a thousand-acre campus and 85 major buildings in Lawrence; a fifty-acre campus and fifty buildings in Kansas City; a clinical component of the KU School of Medicine in Wichita; and educational, research, and service facilities throughout the state.

The pioneering spirit that marked its founders continues to characterize the faculty and staff of the University today as they pursue four primary goals: excellence in teaching; creative scholarship; service to our fellow Kansans; and the personal development of each of our students.

Throughout the 112-year history of The University of Kansas, this pioneering spirit has imbued our faculty and staff with a spirit of achievement, and they have recorded an impressive series of "firsts" in discovery, invention, and educational innovation.



The University of Kansas had the first statewide scholarship program to assure that outstanding seniors in our state's public high schools could attend their state university regardless of financial status.

The University of Kansas had the first chapter of Phi Beta Kappa west of the Mississippi River.

The University of Kansas developed the first graduate program in music therapy.

The University of Kansas has developed the first regional scientific and technological research retrieval service for small businesses.

The University of Kansas developed the first statewide circuit course in postgraduate medical education for physicians.

The first isolation of helium in natural gas occurred at The University of Kansas.

The University of Kansas was the first to use pressurized oxygen on a major scale for clinical purposes—to treat victims of the 1918 influenza epidemic.

The first isolation of a single bacterium for microscopic study took place at The University of Kansas.

The first mechanically accurate skin grafting instrument, the Dermatome, was developed at The University of Kansas.

Today, the pioneering spirit which led to these advances continues. In addition to having an international reputation for excellence in teaching and

for helping each student develop his or her potential to the fullest, The University of Kansas is a leader in research. Last year, faculty at KU brought to our state more than \$31 million for research programs.

In service to the state, the programs and activities of The University of Kansas reach virtually every citizen. Our Division of Health Care Outreach directs a number of programs designed to improve the quality and availability of health care in Kansas; our School of Business and the Institute for Business and Economic Research give service to business and industry; our Bureau of Child Research aids communities and schools in helping those who have developmental disabilities; our Medical Center treats more than 20,000 in-

patients and more than 2,000,000 diagnostic exams each year. Among other services are those for improving the quality and availability of water, evaluating our state's natural resources, improving law enforcement and firemanship training, and for strengthening instruction in elementary and secondary schools.

In all activities, The University of Kansas continues to be characterized by a pioneering quest to explore the unknown, to broaden our horizons, to achieve excellence in all programs.



The University of Kansas...serving the people of Kansas





## When Nebraska has the ball

### NU Offense

84	Smith	SE
73	Clark	LT
54	Cotton	LG
57	Saalfeld	C
68	Lindquist	RG
74	Ohrt	RT
89	Miller	TE
12	Sorley	QB
39	Franklin	FB
35	Berns	IB
22	Brown	WB

### KU Defense

51	Zidd	LE
92	Casey	LT
55	Algee	NG
77	G. Smith	RT
94	Je. Calovich	RE
54	Young	SLB
96	Carbonell	WLB
31	Miller	SCB
33	McCarroll	SS
47	Irvin	FS
43	Harris	WCB

### CORNHUSKERS

7	Darrell Walton	DB	71	Steve Glenn	OT
8	Paul Letcher	DB	73	Kevin Clark	OT
9	Russell Gary	DB	74	Tom Ohrt	OT
10	Tim Hager	QB	80	Frank Lockett	SE
11	Jeff Quinn	QB	81	Lawrence Cole	DE
12	Tom Sorley	QB	82	Steve Davies	TE
14	Billy Todd	K	84	Tim Smith	SE
16	Tim Fischer	DB	87	Jeff Finn	TE
22	Kenny Brown	WB	88	Scott Woodard	SE
23	Mark LeRoy	DB	89	Junior Miller	TE
25	Tim Wurth	IB-FB	90	Gordon Thiessen	DE
28	Dave Liegel	DB	92	Derry Nelson	DE
29	Jim Pillen	DB	93	Dan Pensick	DT
30	Craig Johnson	IB	96	George Andrews	DE
31	M. McCloney	WB	97	Bill Barnett	DT
32	I.M. Hipp	IB	98	Dan Lindstrom	DE
33	Anthony Steels	WB			
34	Andy Means	DB			
35	Rick Berns	IB-FB			
38	Lee Kunz	LB			
39	Andra Franklin	FB			
40	Bruce Dunning	LB			
44	Jim Kotera	FB			
46	John Ruud	LB			
47	Tom Vering	LB			
48	Jeff Hansen	DB			
50	Jeff Bloom	C			
51	Kerry Weinmaster	MG			
53	R. Schleusener	OG			
54	Barney Cotton	OG			
55	Rod Horn	DT			
56	Dean Sukup	K			
57	Kelly Saalfeld	C			
58	Dan Steiner	OG			
63	David Clark	DT			
65	Oudious Lee	MG			
66	Brent Williams	LB			
67	Lawrence Cooley	OG			
68	Steve Lindquist	OG			
69	John Havekost	OG			

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HONDA CIVIC® CVCC® SEDAN



HONDA CIVIC 1200 HATCHBACK\*



**HONDA**  
We make it simple.

\*Civic 1200 not available in California and high altitude areas. 1978 models shown.

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# Nebraska Roster



No.	Name	Pos.	Ht.	Wt.	Class	Hometown
7	**Darrel Walton	DB	5-9	170	Sr.	Omaha, Neb.
8	Paul Latcher	DB	5-11	175	Jr.	Lincoln, Neb.
9	Russell Gary	DB	5-11	180	Soph.	Minneapolis, Minn.
10	Tim Hager	QB	6-1	178	Jr.	Lincoln, Neb.
11	Jeff Quinn	QB	6-2	190	Soph.	Ord, Neb.
12	**Tom Sorley	QB	6-2	200	Sr.	Big Spring, Tex.
14	*Billy Todd	K	6-1	190	Sr.	Chandler, Ariz.
16	**Tim Fischer	DB	5-9	165	Sr.	Lincoln, Neb.
22	**Kenny Brown	WB	6-0	176	Jr.	Cincinnati, Ohio
23	Mark LeRoy	DB	6-2	208	Jr.	Seattle, Wash.
25	*Tim Wurth	IB-FB	5-7	175	Jr.	Omaha, Neb.
28	Dave Liegl	DB	5-9	170	Jr.	Central City, Neb.
29	**Jim Piller	DB	6-0	193	Sr.	Monroe, Neb.
30	Craig Johnson	IB	6-0	175	Soph.	Omaha, Neb.
31	Maurice McCloney	WB	5-11	199	Fr.	Beaumont, Tex.
32	*I. M. Hipp	IB	6-0	200	Jr.	Chapin, S.C.
33	Anthony Steels	WB	5-9	180	Soph.	Sacramento, Calif.
34	Andy Means	DB	6-0	160	Soph.	Holdrege, Neb.
35	**Rick Berns	IB-FB	6-2	205	Sr.	Wichita Falls, Tex.
38	**Lee Kunz	LB	6-1	205	Sr.	Golden, Colo.
39	*Andra Franklin	FB	5-11	195	Soph.	Anniston, Ala.
40	*Bruce Dunning	LB	6-3	215	Jr.	Arvada, Colo.
44	Jim Kotera	FB	5-11	191	Soph.	Bellevue, Neb.
46	John Ruud	LB	6-2	215	Jr.	Bloomington, Minn.
47	*Tom Vering	LB	6-2	205	Jr.	Fremont, Neb.
48	***Jeff Hansen	DB	6-2	198	Sr.	Sacramento, Calif.
50	*Jeff Bloom	C	6-2	185	Jr.	Rapid City, S.D.
51	**Kerry Weinmaster	MG	6-0	207	Jr.	North Platte, Neb.
53	Randy Schleusener	OG	6-6	230	Soph.	Rapid City, S.D.
54	**Barney Cotton	OG	6-5	245	Sr.	Omaha, Neb.
55	*Rod Horn	DT	6-5	259	Jr.	Fresno, Calif.
56	Dean Sukup	K	6-1	210	Jr.	Cozad, Neb.
57	*Kelly Saalfeld	C	6-4	237	Jr.	Columbus, Neb.
58	Dan Steiner	OG	6-2	242	Jr.	Columbus, Neb.
63	David Clark	DT	6-2	250	Soph.	Odessa, Tex.
65	*Oudious Lee	MG	6-1	218	Jr.	Omaha, Neb.
66	Brent Williams	LB	6-2	210	Soph.	Los Angeles, Calif.
67	**Lawrence Cooley	OG	6-0	235	Sr.	Monroe, Minn.
68	***Steve Lindquist	OG	6-6	250	Sr.	Minneapolis, Minn.
69	*John Havekost	OG	6-4	210	Jr.	Scribner, Neb.
71	*Steve Glenn	OT	6-3	250	Sr.	Pawnee City, Neb.
73	**Kelvin Clark	OT	6-4	275	Sr.	Odessa, Tex.
74	**Tom Ohrt	OT	6-4	244	Sr.	Millard, Neb.
80	*Frank Lockett	SE	6-0	195	Sr.	Richmond, Calif.
81	Lawrence Cole	DE	6-2	201	Soph.	Dayton, Ohio
82	Steve Davies	TE	6-2	220	Soph.	Murray, Utah
84	*Tim Smith	SE	6-3	194	Jr.	Chula Vista, Calif.
87	Jeff Finn	TE	6-5	232	Soph.	Grand Island, Neb.
88	Scott Woodard	SE	5-9	163	Soph.	Papillion, Neb.
89	*Junior Miller	TE	6-4	222	Jr.	Midland, Tex.
90	Gordon Thiessen	DE	6-1	205	Jr.	Lincoln, Neb.
92	Derry Nelson	DE	6-1	195	Soph.	Fairmont, Neb.
93	*Dan Pensick	DT	6-5	245	Jr.	Columbus, Neb.
96	**George Andrews	DE	6-4	223	Sr.	Omaha, Neb.
97	*Bill Barnett	DT	6-5	235	Jr.	Afton, Minn.
98	Dan Lindstrom	DE	6-2	191	Soph.	Oakland, Neb.

\*Indicates varsity letters.

## '78 Schedule

9/3	at Alabama	L	3-20
9/9	California	W	36-26
9/16	Hawaii	W	56-10
9/30	at Indiana	W	69-17
10/7	at Iowa State	W	23-0
10/14	Kansas State	W	48-14
10/21	at Colorado	W	52-14
10/28	Oklahoma State	W	22-14
11/4	at Kansas	1:30 (CST)	
11/11	Oklahoma	1:30 (CST)	
11/18	Missouri	1:30 (CST)	



# Today's Opponent

# Nebraska

## NU Facts

Location: Lincoln  
 Enrollment: 22,179  
 Conference: Big Eight  
 Nickname: Cornhuskers  
 Colors: Scarlet & Cream  
 1977 Overall Record: 9-3  
 1977 Conference Record: 5-2 (tie, 2nd)  
 Chancellor: Dr. Roy A. Young  
 Athletic Director: Bob Devaney  
 Head Coach: Tom Osborne  
 (Hastings, '59)  
 Coach's Career Record: 6th year, 53-14-2  
 Asst. Coaches: Lance Van Zandt, Cletus Fischer, John Melton, Mike Corgan, Jerry Moore, George Darlington, Charlie McBride and Gene Huey.  
 Current Record: 7-1



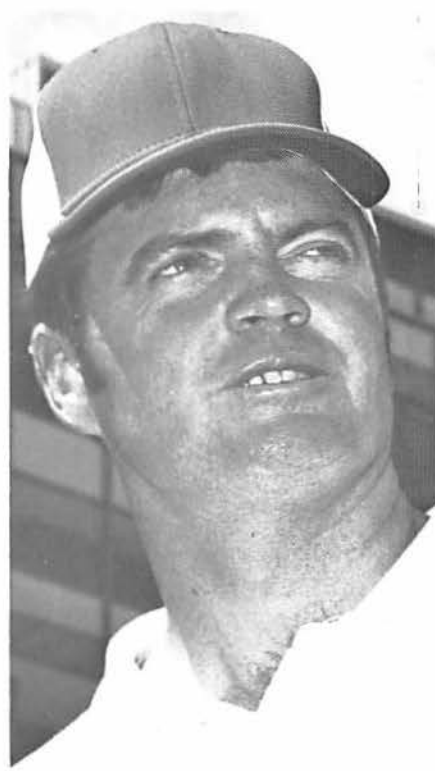
Nebraska's Broyhill Fountain



**ROY A. YOUNG**  
Chancellor

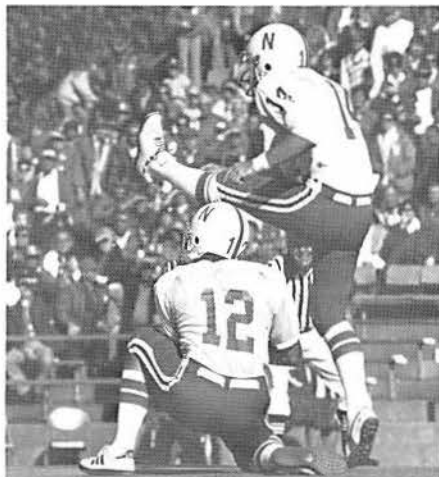


**BOB DEVANEY**  
Athletic Director

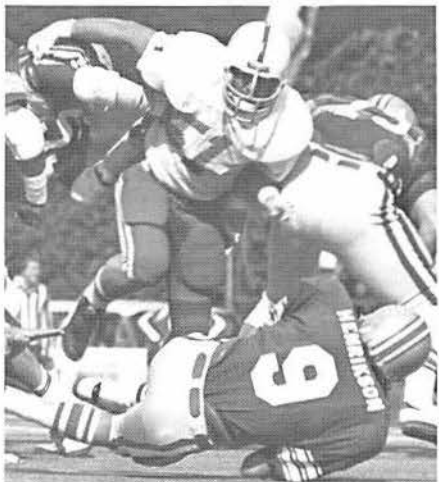


**TOM OSBORNE**  
Head Coach

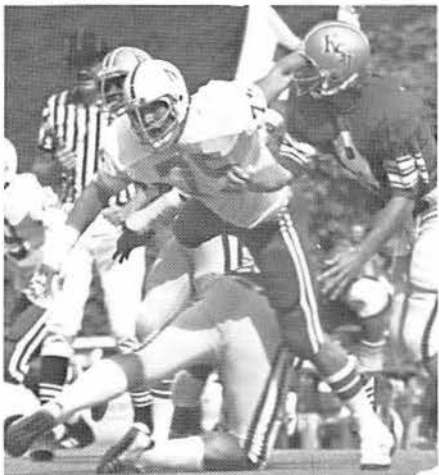
# Cornhuskers to Watch



**BILLY TODD (14) and TOM SORLEY (12)**  
Kicker                      Quarterback



**KERRY WEINMASTER (51)**  
Nose Guard



**RANDY POESCHL (75)**  
Defensive Tackle (injured)



**I.M. HIPPI (32)**  
Running Back



**RICK BERNS (35)**  
Running Back

# Nebraska Statistics

TEAM STATISTICS	NU	Opp.
First Downs .....	202	107
By Rushing .....	136	56
By Passing .....	59	42
By Penalty .....	7	9
Rushing		
Carries .....	498	388
Yards Gained .....	2724	1298
Yards Lost .....	156	339
Net Yardage .....	2568	959
Average per Rush .....	5.2	2.5
Average per Game .....	321.0	119.9
Passing		
Attempted .....	153	155
Completed .....	89	65
Net Yardage .....	1270	1071
Pct. Completed .....	58.2	41.9
Passed for TDs .....	8	7
Had Intercepted .....	6	10
Average per Attempt .....	8.3	6.9
Average per Game .....	158.8	133.9
Total Offense		
Plays .....	651	543
Net Yardage .....	3838	2030
Average per Play .....	5.9	3.7
Average per Game .....	479.8	253.8
Punting		
Number .....	37	63
Yardage .....	1481	2511
Average .....	40.0	39.9
Punt Returns		
Number .....	23	11
Yardage .....	346	63
Average .....	15.0	5.7
Kickoff Returns		
Number .....	18	38
Yardage .....	361	806
Average .....	20.1	21.2
Interceptions		
Number .....	10	6
Yardage .....	119	118
Average .....	11.9	19.7
Fumbles		
Number .....	24	28
Lost .....	16	14
Penalties		
Number .....	41	42
Yardage .....	437	394
Average .....	10.7	9.4

## COMPOSITE SCORE BY QUARTERS

NU .....	47	89	69	104—309
Opponents .....	28	24	30	33—115

RUSHING		TC	Gain	Lost	Net	Ave.	TD
Hipp	142	838	38		800	5.6	6
Berns	95	523	2		521	5.5	6
Wurth	53	364	1		363	6.8	4
Franklin	52	283	3		280	5.4	3
Johnson	27	172	0		172	6.4	2
Quinn	19	138	0		138	7.3	0
Brown	15	98	6		92	6.1	1
Kotera	16	59	0		59	3.7	3
Hager	14	58	3		55	3.9	0
Sorley	59	136	103		33	0.6	5
McCloney	3	24	0		24	8.0	0
McCrary	1	24	0		24	24.0	0
Juehring	1	4	0		4	4.0	0
Smith	1	3	0		3	3.0	0
PASSING		Att.	Comp.	Int.	Pct.	Yds.	TD
Sorley	134	79	5		58.5	1159	8
Hager	13	7	0		53.8	83	0
Quinn	5	3	1		60.0	28	0
Berns	1	0	0		0.0	0	0
RECEIVING		No.	Yds.	Yds. P.C.	TD		
Miller	22	398	18.1	2			
Brown	21	328	15.6	2			
Smith	15	144	9.6	0			
Berns	7	50	7.1	1			
Lockett	6	125	20.8	2			
Hipp	6	36	6.0	0			
McCrary	5	58	11.6	0			
McCloney	2	88	44.0	1			
Finn	2	22	11.0	0			
Wurth	1	14	14.0	0			
Davies	1	13	13.0	0			
Franklin	1	-6	—	0			
PUNT RETURNS		No.	Yds.	Ave.	TD		
Brown	15	270	18.0	1			
Lockett	4	58	14.5	0			
Nelson	1	16	16.0	0			
Cole	1	8	8.0	0			
Dunning	0	0	0.0	1			
Liegl	2	-6	—	0			
KICKOFF RETURNS		No.	Yds.	Ave.	TD		
Brown	9	169	18.8	0			
Lockett	6	131	21.8	0			
Berns	3	61	20.3	0			
INTERCEPTION RETURNS		No.	Yds.	Ave.	TD		
Means	3	51	17.0	0			
LeRoy	1	24	24.0	0			
Dunning	1	23	23.0	0			
Cole	1	8	8.0	0			
Nelson	1	8	8.0	0			
Fischer	1	3	3.0	0			
Gary	1	2	2.0	0			
Andrews	1	0	0.0	0			
PUNTING		No.	Yds.	Ave.			
Smith	36	1446	40.2				
Todd	1	35	35.0				
SCORING		TD	PAT(1) 28-30	PAT(2)	FG 8-11	Pts.	
Todd						52	
Berns	7					42	
Hipp	6					36	
Sorley	5					30	
Wurth	4					24	
Brown	4					24	
Franklin	3					18	
Kotera	3					18	
Miller	2			2-2		16	
Johnson	2					12	
Lockett	2					12	
+ Cole	1					6	
Dunning	1					6	
McCloney	1					6	
Sukup		5-5				5	
NU Totals	41	33-35	2-2	8-11		309	
Opponents	16	13-14	0-2	2-6		115	

\* Recovered blocked punt in end zone ;  
+ Recovered fumble in end zone



# Kansas Statistics

TEAM STATISTICS	KU	Opp.
First Downs .....	94	192
By Rushing .....	50	141
By Passing .....	35	46
By Penalty .....	9	5
Rushing		
Carries .....	346	530
Yards Gained .....	1280	2567
Yards Lost .....	329	201
Net Yardage .....	951	2366
Average per Rush .....	2.7	4.5
Average per Game .....	118.9	295.8
Passing		
Attempted .....	145	133
Completed .....	63	72
Net Yardage .....	771	797
Pct. Completed .....	43.4	54.1
Passes for TD's .....	4	5
Had Intercepted .....	10	5
Average per Attempt .....	5.3	6.0
Average per Game .....	96.4	99.6
Total Offense		
Plays .....	491	663
Net Yardage .....	1722	3163
Average per Play .....	3.5	4.8
Average per Game .....	215.3	395.4
Punting		
Number .....	57	44
Yardage .....	2353	1803
Average .....	41.3	41.0
Punt Returns		
Number .....	18	25
Yardage .....	139	109
Average .....	7.7	4.4
Kickoff Returns		
Number .....	24	13
Yardage .....	474	257
Average .....	19.8	19.8
Interceptions		
Number .....	5	10
Yardage .....	18	107
Average .....	3.6	10.7
Fumbles		
Number .....	29	29
Lost .....	16	16
Penalties		
Number .....	28	38
Yardage .....	200	428
Average .....	7.1	11.3

## COMPOSITE SCORE BY QUARTERS

KU .....	17	38	3	25— 83
Opponents .....	50	48	35	65—198

RUSHING	TC	Gain	Lost	Net	Ave.	TD	Long
Sydney .....	72	341	140	201	2.8	1	45
Wagoner .....	34	189	5	184	5.4	0	30
Higgins .....	41	196	13	183	4.5	1	34
Barrow .....	32	102	2	100	3.1	1	11
Sam Smith .....	32	104	4	100	3.1	1	8
Ediger .....	19	68	5	63	3.3	0	9
Hines .....	63	163	111	52	0.8	1	19
Bethke .....	8	37	14	23	2.9	0	23
Friess .....	8	26	3	23	2.9	0	7
Levy .....	15	25	6	19	1.3	1	5
T. Jones .....	17	21	9	12	0.7	0	4
Little .....	2	4	0	4	2.0	0	2
Clinton .....	3	4	17	-13	—	0	4

PASSING	Att.	Comp.	Int.	Pct.	Yds.	TD	Long
Hines .....	64	32	3	50.0	390	2	51
Sydney .....	69	28	4	40.6	366	2	33
Clinton .....	11	2	3	18.2	11	0	6
Bethke .....	1	1	0	100.0	4	0	4

RECEIVING	No.	Yds.	Yds. P.C.	TD	Long
K. Murphy .....	14	214	15.3	1	51
Little .....	10	125	12.5	0	42
Sobek .....	7	105	15.0	0	40
T. Jones .....	7	78	11.1	0	28
Criswell .....	6	67	11.2	2	28
Verser .....	5	34	6.8	0	25
Wagoner .....	4	61	15.3	1	26
Mickens .....	3	46	15.3	0	21
Higgins .....	3	18	6.0	0	22
Bastin .....	1	12	12.0	0	12
Vicendese .....	1	6	6.0	0	6
Sam Smith .....	1	4	4.0	0	4
Friess .....	1	1	1.0	0	1

PUNT RETURNS	No.	Yds.	Ave.	TD	Long
Little .....	11	95	8.6	0	66
Irvin .....	4	17	4.3	0	7
Wagoner .....	3	27	9.0	0	19

KICKOFF RETURNS	No.	Yds.	Ave.	TD	Long
Little .....	9	185	20.6	0	64
Higgins .....	3	111	37.0	0	75
T. Jones .....	3	45	15.0	0	18
Verser .....	2	41	20.5	0	24
Vicendese .....	2	34	17.0	0	18
Wagoner .....	1	22	22.0	0	22
Barrow .....	1	21	21.0	0	21
Mickens .....	1	10	10.0	0	10
Friess .....	1	5	5.0	0	5
Vaught .....	1	0	0.0	0	0

INTERCEPTION RETURNS	No.	Yds.	Ave.	TD	Long
Miller .....	1	7	7.0	0	7
McCarroll .....	1	6	6.0	0	6
Hegwood .....	1	5	5.0	0	5
Gentry .....	1	0	0.0	0	0
Irvin .....	1	0	0.0	0	0
#Zidd .....	0	43	43.0	0	43

PUNTING	No.	Yds.	Ave.	Long
Hubach .....	56	2341	41.8	64
Team .....	1	12	12.0	12

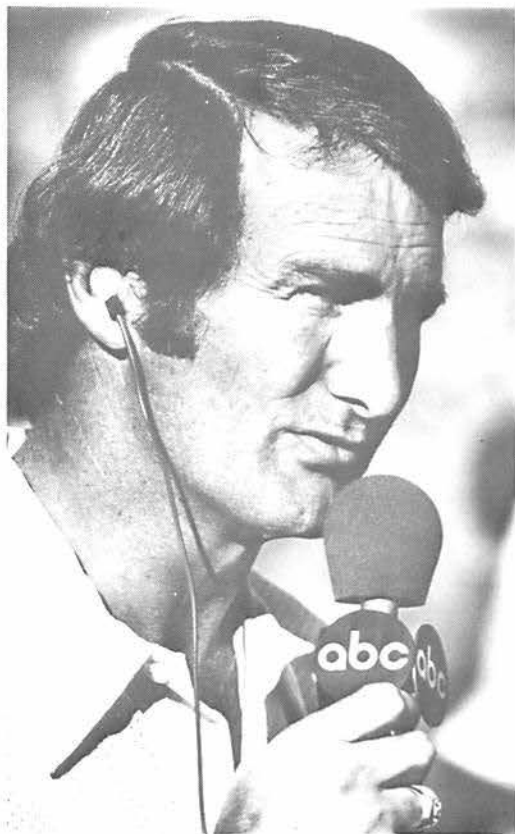
SCORING	TD	PAT(1)	PAT(2)	FG	Pts.
Hubach .....		9-9		4-9	21
Criswell .....	2				12
Barrow .....	1				6
Higgins .....	1				6
Hines .....	1				6
Levy .....	1				6
K. Murphy .....	1				6
Sam Smith .....	1				6
Sydney .....	1		0-1		6
Wagoner .....	1				6

*KU Totals .....	10	9-9	0-1	4-9	83
Opponents .....	26	24-25	0-1	6-12	198

\*Includes safety vs. Washington.

#Zidd returned a blocked FG attempt vs. Oklahoma State.

# CATCH SATURDAY AFTERNOON FEVER



## THE BUD MOORE SHOW

An inside look at Jayhawk Football with head coach Bud Moore, host Jim Bonds, and special coach and player guests.

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Sunday  
10:45 or 11:15 p.m.

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Kansas City—Channel 4  
Sunday  
12:30 p.m.

### KARD-TV

Wichita—Channel 3  
Sunday  
10:30 p.m.

### All Games

KANU—Lawrence	KNCK—Concordia
WREN—Topeka	KSOK—Arkansas City
KMBZ—Kansas City	KIUL—Garden City
KFH—Wichita	KRSL—Russell
KLWN—Lawrence	KLEY—Wellington
KSEK—Pittsburg	KGNO—Dodge City
KIKS—Iola	KOYY—El Dorado
KWBW—Hutchinson	KOFO—Ottawa
KSCB—Liberal	KGGF—Coffeyville
KVOE—Emporia	KKOY—Chanute

### Selected Games

KSAL—Salina	KAYS—Hays
KINA—Salina	KANS—Larned
KXXX—Colby	KVGB—Great Bend
KLOE—Goodland	KULY—Ulysses
KKAN—Phillipsburg	KJCK-FM—Junction City
KNBI—Norton	KNZA-FM—Hiawatha

# GOOD LUCK

## Kirk Maska and the KU Jayhawks

Mr. & Mrs. Ross Beach  
Mr. & Mrs. Jack Curtis  
Dr. & Mrs. Standlee H. Dalton  
Double AA Sporting Goods, Inc.  
Ellis State Bank  
Farmers State Bank & Trust Co.  
First National Bank  
Dr. & Mrs. Homer Foutz  
Mr. & Mrs. Gary Hale  
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Mr. & Mrs. Bill Jeter  
Mr. & Mrs. Joe Jeter  
John Jeter  
Mr. & Mrs. Norman Jeter  
Mr. & Mrs. M. W. Kraemer  
Richard Kraemer



Mr. & Mrs. Charles Krull  
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Mr. & Mrs. Don Martin  
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Jeff Maska  
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Dr. & Mrs. Eugene Siler  
Mr. & Mrs. Don Stewart  
Mrs. Sally Ward  
Dr. & Mrs. Harry Watts  
Mr. & Mrs. Mark Watts  
Dr. & Mrs. Howard Wilcox

**Kirk Maska**  
Freshman Defensive Back

# THE HAYS AND ELLIS BOOSTERS ARE PROUD OF YOU



# KUAC Maintenance Crew



Kneeling, from left: Terry Lynch, Norm Stuart, Karl Johnson, Danny Logan and Tony Ice. Standing, from left: Joe Woody, D. W.

Acker, Keith Noland and Jim Feil. Not pictured: Dianna Beebe and Andy Hardy.

# KUAC Secretaries



Seated, from left: Cora Cowan, Cathy Gurtler, Diana Wehmeyer, Bobbi Sue Wooldridge, Jeanne Baze and Maxine Revenew. Standing, from left: Judy Nash, Carole Hadl, Rita Shields, Shirley

Patti, Erma Porter, Paula Showalter, Linda Sheppard and Paula Smith. Not pictured: Holly Butler and Marge Hazlett.

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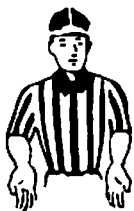


**1978—Marquee roof and tinted walk make each  
store look shopping-mall modern.**

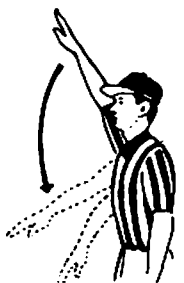
# Code of Officials Signals



Touchdown or  
Field Goal



Helping the Runner,  
or Interlocked  
Interference



Ball Ready for Play



Grasping  
Face Mask



Delay of Game



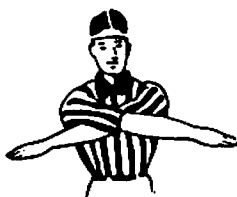
Roughing the Kicker



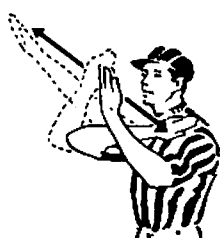
Ball Dead; If Hand  
is Moved from Side  
to Side: Touchback



Illegally Passing  
or Handling Ball  
Forward



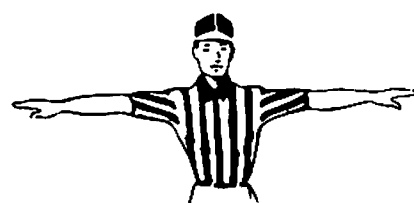
Incomplete Forward Pass,  
Penalty Declined,  
No Play, or No Score



Touching a Forward  
Pass or Scrimmage Kick



Safety



Non-contact Fouls



Loss of Down



Substitution  
Infractions



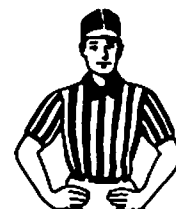
Clipping



Illegal Procedure  
or Position



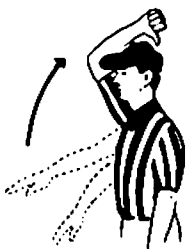
Blocking Below  
the Waist



Offside (Infraction  
of scrimmage or  
free kick formation)



Illegal Shift



Player Disqualified



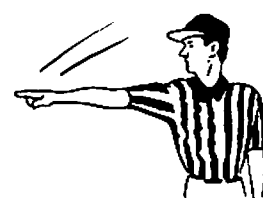
Illegal use of  
Hands and Arms



Illegal Motion



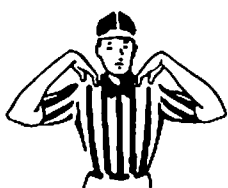
Personal Foul



First Down



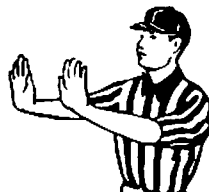
Ineligible Receiver  
Down Field on Pass



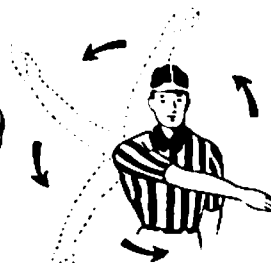
Ball Illegally Touched,  
Kicked, or Batted



Time out; Referee's  
Discretionary or Excess  
Time Out followed with  
tapping hands on chest.



Forward Pass or  
Kick Catching  
Interference

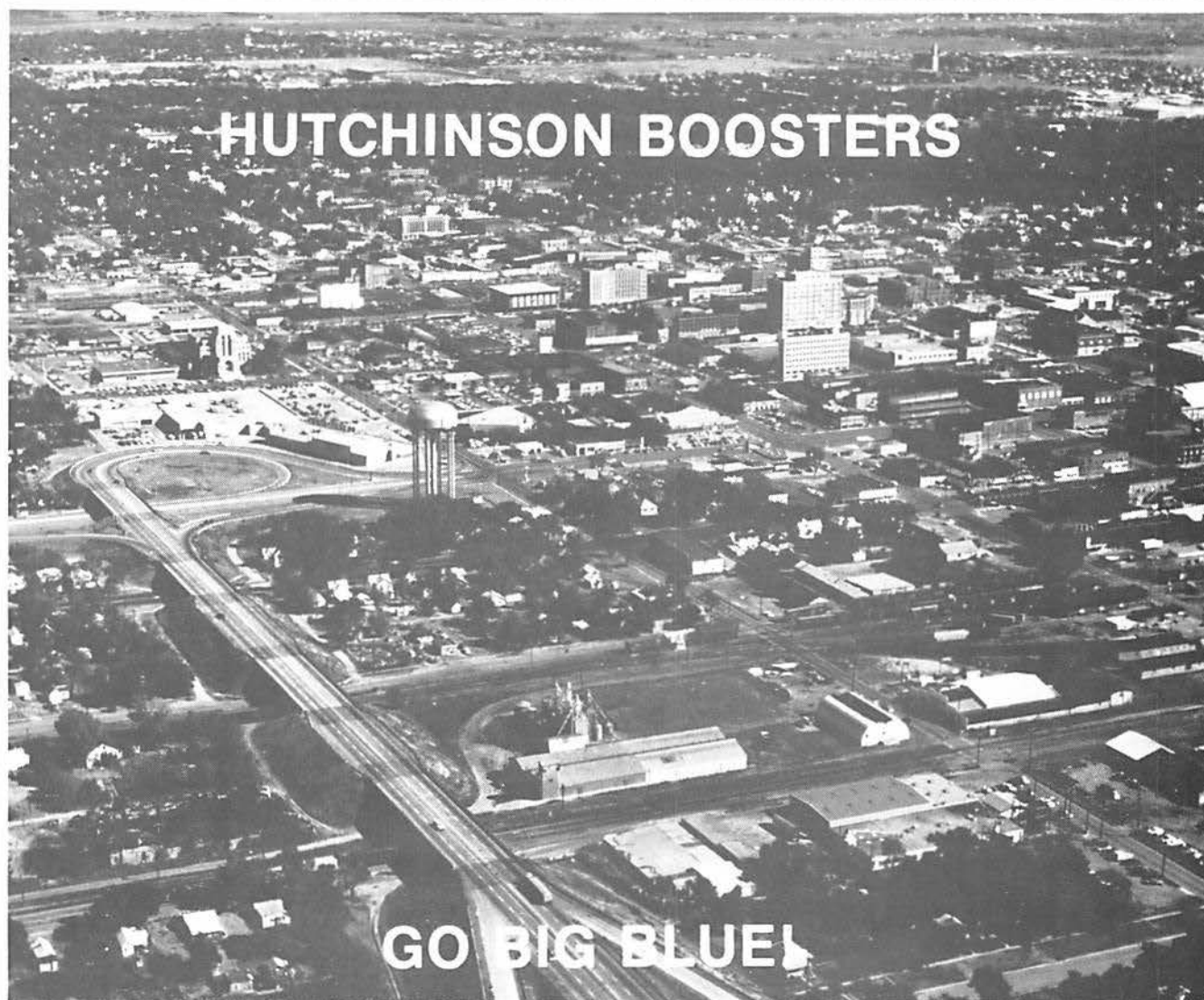


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Intentional  
Grounding





(Photo courtesy of Hutchinson Chamber of Commerce)

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## KU Spirit Squad

# There's Excitement on the Sidelines



The Kansas Spirit Squad is an integral part of KU football. The KU pom pom girls and yell leaders generate a very special brand of enthusiasm and entertainment.

Anyone who's ever attended a Kansas football game knows the action and excitement isn't confined to the playing field.

The KU Spirit Squad generates its own very special kind of excitement which is as much a part of Saturday afternoons as touchdown passes, jarring tackles and tailgate picnics.

KU's approach to cheerleading is anything but the stereotyped "rah-rah" variety. KU pom pom girls and yell leaders are carefully screened and selected each spring from over 100 contestants.

"We look for a lot of things when we're selecting our squad," said sponsor Tom Johnson. "We want people who are attractive, but more importantly we want people who are talented. We perform a lot of intricate routines

which require a high level of athletic ability, coordination, strength and dancing talent.

"There's a place for the more traditional cheerleading role. We try to do our part in generating crowd enthusiasm and spirit, but we also try to provide some entertainment."

national Cheerleading Foundation, an affiliated member of the NCAA, last spring's National Collegiate Cheerleading Championships were televised by CBS-TV and pitted the nation's top five teams against each other in five-minute routines.

North Carolina won the

*"We want people who are attractive, but more importantly we want people who are talented."*

That combination of enthusiasm and entertainment has earned KU squads a reputation for excellence. Kansas spirit squads have been ranked consistently among the nation's top ten in recent years and last spring finished third in the first ever national championship.

Sponsored by the Inter-

competition followed by Southern Cal and KU. Also selected for the finals were Florida and Pittsburgh.

"It was a tremendous honor just to be picked for the finals," Johnson said. "I thought our squad performed tremendously and I hope we can make the finals again this year. It certainly gives us something to work for."



1978-79 KU Spirit Squad—Front row, from left: Henry McClure, soph., Topeka, Kan.; Wendi Coleman, soph., Lawrence, Kan.; Dave Preston, Jr., Memphis, Tenn.; Lisa Welch, Jr., Overland Park, Kan.; Liz Wright, soph., Wichita, Kan.; Mike McNell, soph., Wichita, Kan.; Bunita Bassa, Jr., Kansas City, Mo.; Randy Smith, sr., Wellington, Kan.; Cheri McDougall, Jr., Perry, Kan., and Dal Davidson, Jr., Stanley, Kan. Back row, from left: Mark Mosler, Jr., Herrington, Kan.; Debbie Gentle, Jr., Overland Park, Kan.; Craig

Scherer, Jr., Wichita, Kan.; Jolene Held, soph., Osawatomie, Kan.; Barry Frank, Jr., Lawrence, Kan.; Stephanie Cook, soph., Independence, Kan.; Greg Duvall, Jr., Overland Park, Kan.; Karen Freyeremuth, sr., Shawnee, Kan.; Michael Brady, Jr., Kansas City, Kan.; Tracy Jabara, soph., Wichita, Kan., and Brad Koehn, soph., Topeka, Kan. Not pictured: Jake Thompson, sr., Iowa City, Iowa, and Tres Falls, soph., Leawood, Kan.



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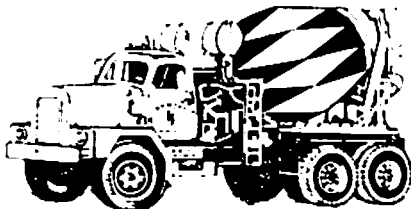
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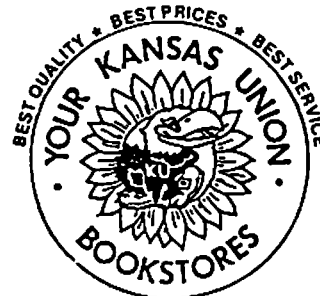


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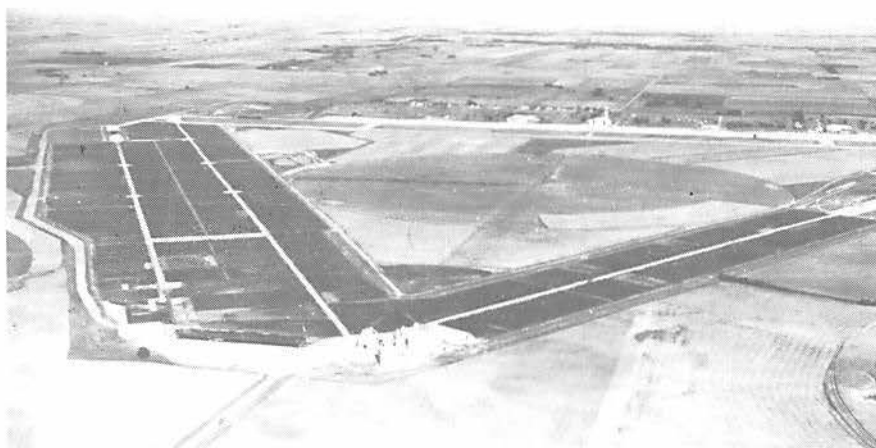
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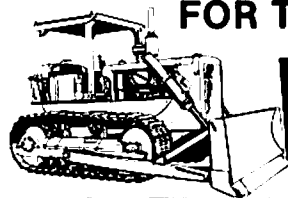
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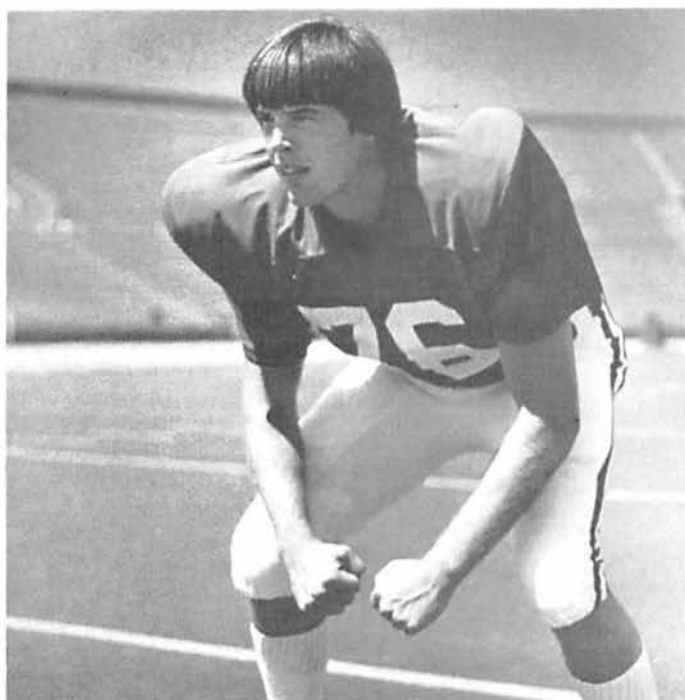
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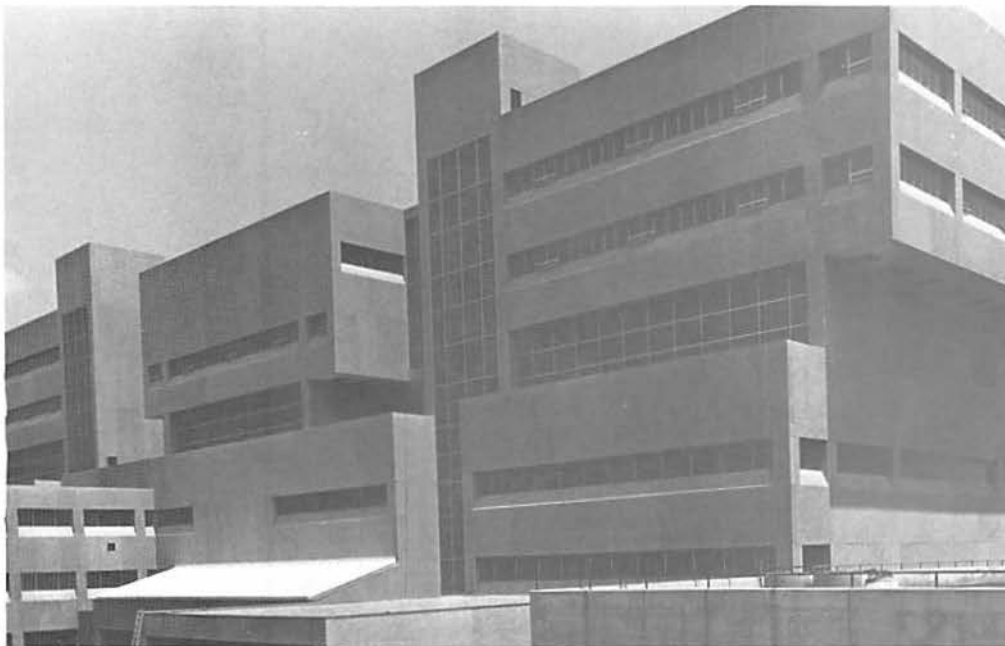
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# Ten Months for Moving into **KU's Great New Hospital**



What might be the biggest moving project in Kansas history gets underway this fall as the staff of The University of Kansas Medical Center in Kansas City embarks on the 10-month process of transferring equipment, records, supplies and, finally, patients to the new University of Kansas Hospital.

Five years in construction, the hospital represents the largest single building project in Kansas government history. At a cost of \$57 million, it will house almost every service the Medical Center offers, providing quality health care to Kansans and residents of the Kansas City metropolitan area while serving as an ultra-modern training ground for the state's future doctors, nurses and support personnel.

The figures associated with the building are staggering — 8,500 tons of steel in the frame, 200,000 square feet of pre-cast concrete in the outside walls, 142 miles of conduit, nearly 500 miles of wire and a million pounds of sheet metal ductwork.

Yet, despite the building's enormous size, some of its most striking features are the personal touches the designers have incorporated for patient and family comfort and maximum staff efficiency.

Of the 352 beds, 159 are in private rooms equipped with individual lavatories, showers and temperature controls. Each of the private rooms also features an exchange compartment with doors inside and out of the room to allow transfer of linen, food trays and other articles without disturbing patients.

Each of the intensive care units is equipped for constant monitoring and observation from a central nurses' station. A corridor on the ICU periphery will enable families to view or visit patients without disturbing care routines.

A surgical suite with 23 operating rooms and a 32-bed recovery room will replace all existing facilities. For patients requiring minor surgery, there will be a "surgicenter" designed to reduce time and expense usually associated with recovery

from surgery.

All corridors where patients are likely to be moved on stretchers feature indirect lighting instead of blinding ceiling fixtures.

The new hospital also offers major expansions in facilities for outpatient care, family practice and emergency room treatment, all important functions of The University of Kansas Medical Center. In 1977-78, the hospital recorded approximately 317,000 outpatient visits

and more than 30,000 visits to the emergency room.

Features for more efficient internal operations include exclusive, direct elevators between sterilizing and supply rooms in the basement and surgical suites above, a special pneumatic system for laundry collection, and a "minirailroad" that moves on tracks between floors for delivery of medical records, medications and small supply items.

Since the Nov. 10, 1973, groundbreaking for the new KU Hospital, Medical Center staff have anticipated the move, a task that must be accomplished with a minimum break in routine. The key to occupying the new hospital involves accepting the building from the contractor a floor at a time. Occupancy of the lower floors will begin while construction continues above.

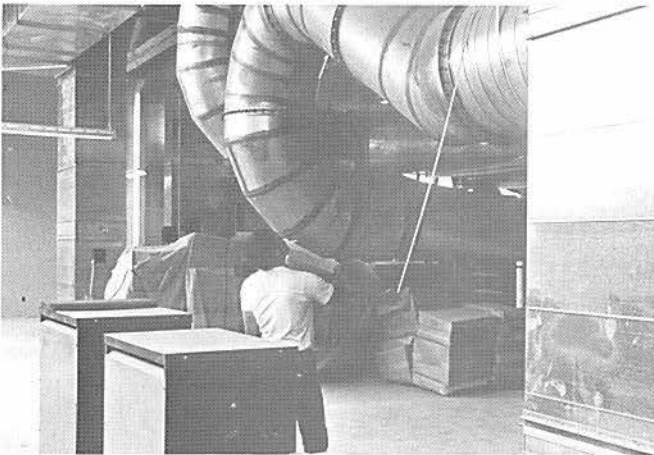
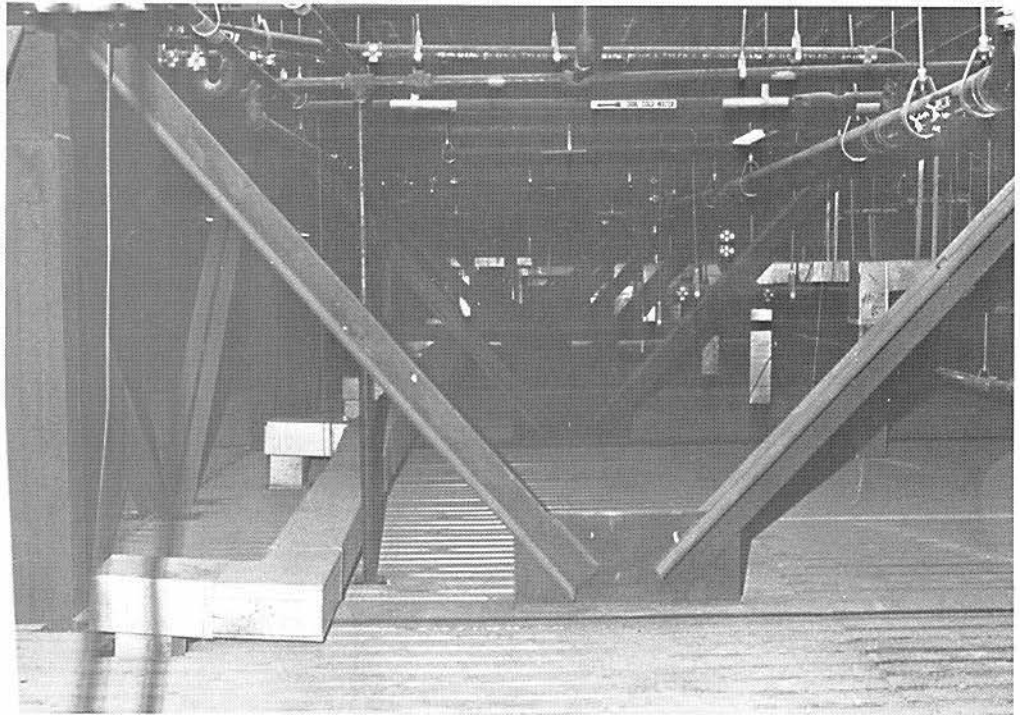
November is the target date for occupancy of the basement, which houses the food service, sterilizing rooms, main pharmacy, linen service and house-keeping facilities, support services vital to the operation of the rest of the hospital.



The move to the ground level is expected to be finished by the end of December. By then, outpatient, family practice and emergency services should be based in the new building; and medical records, the business office and cafeteria should be moved as well.

The first, second and third floors are scheduled for occupancy in January and February 1979. These will house such services as outpatient medicine, neurology and psychiatry; laboratories; radiology; and operating rooms.

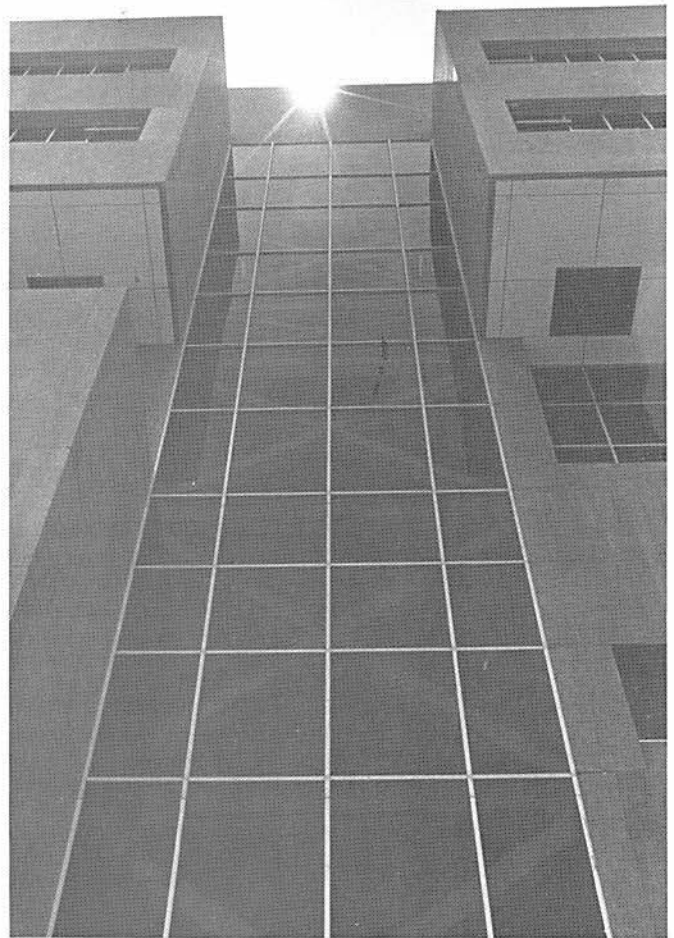
June and July 1979 will bring the final stages of the massive move with occupancy of the fourth and fifth floors, housing private rooms for surgery, medicine and family prac-

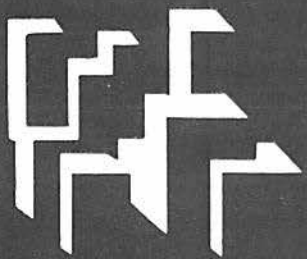


tice patients, and maternity, obstetrics and gynecology, and infant care areas.

Perhaps the most important day in the moving schedule, however, is one on which little actual moving will be done.

On May 18, 1979, in conjunction with KU commencement activities, hospital faculty and staff, alumni, students, and state and area dignitaries will dedicate the new KU Hospital, a symbol of KU's continuing commitment to better health care for all Kansans.





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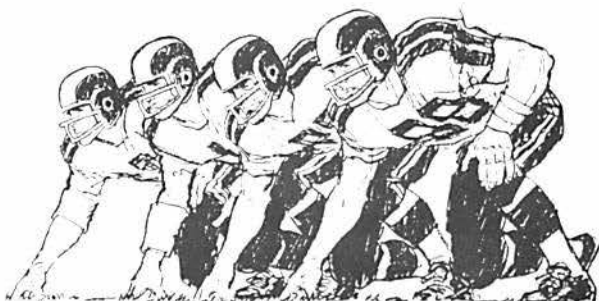
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## University of Kansas

# Women's Intercollegiate Athletics



## COMPETITIVE EXCELLENCE

- \*\*Women's teams or individuals represented the University of Kansas at nine regional tournaments last year.
- \*\*Individuals from five sports represented KU in national competition last year.
- \*\*KU has an established and enviable record in Big Eight competition. In 1977-78 Big Eight tournaments:

Swimming and Diving, 1st	Track and Field: Indoor, 2nd
Basketball, 2nd	Outdoor, 3rd
Tennis, 3rd	Cross Country, 5th
Volleyball, 3rd	Gymnastics, 5th
Softball, 3rd	
Golf, 3rd	

## OUTSTANDING COMPETITIVE SCHEDULE

- \*\*KU women's teams competed in more than 160 athletic contests and tournaments last year.
- \*\*KU women's teams traveled more than 75,000 miles last year to compete.

## SUPERIOR ATHLETIC TRAINING

- \*\*Individual physical fitness test administered to all student-athletes and prospective student-athletes before team try-outs.
- \*\*Year-round conditioning program combining weight-training and running designed for each sport.

- \*\*Full-time certified athletic trainer/physical therapist administers women's training program and facility.

## ACADEMIC COUNSELING

- \*\*Curriculum advising from within Women's Intercollegiate Athletic Department.
- \*\*Clearinghouse for tutoring and academic financial assistance.

## LADY JAYHAWK ATHLETIC CAMPS

- \*\*Week-long summer camps directed by KU women's varsity coaches.
- \*\*Coaches, assisted by varsity team members, instruct campers on an individual basis, teaching correct fundamentals, innovative progressions and new skills.
- \*\*Five camps offered: basketball, track and field, volleyball, tennis and swimming

FOR FURTHER INFORMATION on the Women's Intercollegiate Athletic Program or Lady Jayhawk Summer Camps, CONTACT:

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# Malott Hall Addition Is Big Step Toward KU's Central Science Complex



**MALOTT ADDITION** — This artist's rendering shows the addition to Malott Hall, as viewed from the southwest side of the existing building. When completed in fall 1980, the addition will provide

seriously needed space for KU's School of Pharmacy and Science Library.

Foundations are completed, and construction crews are beginning to erect ground-level column supports for the \$11.5 million addition to Malott Hall, the physical sciences and pharmacy building on the Lawrence campus.

Plans for the addition on the south side of the existing building call for seven stories to provide seriously needed space for the KU School of Pharmacy and bigger quarters for the University's Science Library. A new loading dock on the south side of the building is finished and already in use.

Also included in the plans, prepared for the State Architectural Services Division by the Lawrence firm of Peters, Williams and Kubota, are several improvements for the existing building.

Built in 1954, the older section of Malott Hall will get central air conditioning, better fume hood ventilation systems and corridor lights and double-glazed windows. Much of the preparation for installing the air conditioning was completed before fall classes

began, and workers are hanging the ductwork now.

The addition will be contemporary in design with an exterior finish of brick. It will include two new elevators and be completely accessible to persons with disabilities.

In planning for a future science complex in the south-central section of campus, the designers incorporated a sawtooth projection jutting from the south wall of the addition. It is intended as a connecting point for an overhead walkway linking Malott and Haworth Hall, the life science building to the south.

When the Malott addition is occupied in the fall of 1980, it will provide space needed to bolster the University's pharmacy programs and give library support for other scientific disciplines based in Malott and nearby buildings.

The KU School of Pharmacy, the only one in the state, has experienced rapid growth during the last 20 years. Because of cramped conditions in Malott, offices and laboratories for faculty in the pharmaceutical

chemistry department were located on west campus when the department was founded in 1967. Since then, some faculty from other pharmacy departments have relocated on west campus.

When all pharmacy classes, laboratories and offices are reunited in Malott, students will find that their instructors are more accessible for individual counseling and instruction, and faculty no longer will have to divide their time between teaching in one building and doing research and office work in another.

The move of the pharmacy faculty from west campus also will open up space there for the growing KU Center for Drug Design, a research agency created in 1976 by a five-year, \$1.25 million grant from the National Institutes of Health. The center is a forum for interdisciplinary studies aimed at developing new and better pharmaceutical products.

When completed, the top floor of the Malott addition will be allocated entirely to the Science Library, par-

tially alleviating one of the most critical library needs on campus.

The Malott Library manages reference materials for all the sciences, but many of the works in the collection are scattered in other campus locations because there is no room for them in Malott. Many of the older ones are in storage. The library facilities in Malott also offer few study areas and inadequate space for storage and display of scientific journals and periodicals.

The designers of the Malott addition have planned the seventh-floor library section for easy conversion to laboratories when the section is no longer needed for library space. The University's long-range development plan calls for construction of a large Science and Technological Library to serve the proposed south-central campus science complex. The addition to the Malott Science Library is intended as a temporary solution to the overcrowded conditions of the University's library system until the new facility is built.



## The Class of '1979 Proudly Honors

# KU's Outstanding Teachers

During halftime of today's game, the KU class of 1979 will name its winner of the HOPE Award, Honor for the Outstanding Progressive Educator, carrying on a senior class tradition that began 20 years ago. The HOPE Award was established by the KU class of 1959 to honor KU faculty members for their willingness to help students and for their contributions to the University and the general field of education.

Although there are other prizes for teaching excellence at KU, the HOPE Award remains the only one administered and selected exclusively by students.

This year's five HOPE Award finalists were chosen through a nomination and election process that began early in the school year. Earlier this week, they appeared in a Higher Education Week forum, and they will be honored guests at a public reception in the Centennial Room of the Kansas Union immediately after today's game.

Clark Bricker, professor of chemistry, teaches all the discussion sections for KU's introductory course in chemical functions, in addition to advising freshmen and assisting undergraduate and graduate research.

He also is known for his chemistry "magic shows," demonstrations illustrating basic chemistry principles, which he gives in classes and to groups on and off campus.

Bricker is the only nominee who has won the HOPE Award previously. He won in 1966 and 1970. Instructors are eligible for the award every three years.

Asked why he didn't de-



Clark Bricker

cline his third finalist nomination, Bricker replied, "I'm not out to try to monopolize the HOPE Award or anything like that, but this is a tremendous honor—when the students select an instructor it is truly an honor."

"I cherish honors that students give far more than promotions from the University, for example."

Bricker said that students are deserving of an instructor who is enthusiastic and interested in what he is teaching and is compassionate to their needs.

"In my teaching, one thing I hope to do is show compassion, even with the slower learner," he said.

Bricker is dead set on encouraging students to ask questions and he does his best never to indicate that a question might be what some would perceive as stupid.

"A question isn't stupid if a student has a problem," Bricker said.

Bricker holds a bachelor's degree from Gettysburg College, an M.S. degree from Haverford College, and M.A. and Ph.D. degrees from Princeton.



Allan J. Cigler

He has noticed a change in students since he began teaching at KU 16 years ago.

"Today I have to spend more time teaching fundamentals than I did 15 years ago, but you just do it when you see a need there," he said.

To relax he enjoys bridge and gardening. "I like to do anything with my hands," Bricker said.

Allan J. Cigler, associate professor of political science, believes in a close teacher-student relationship, a belief he said stems from his attending a small liberal arts college.

"I always appreciated an instructor who was enthusiastic and open on a student level, but didn't sacrifice substance or expectations of students," he said.

Cigler teaches three courses in political science and also is a faculty member in the American studies program. He received the A.B. degree from Thiel College in Pennsylvania, the master's from the University of Maryland and Ph.D. from Indiana University.

This is his ninth year at KU and the fourth consecutive year he has been a finalist for the HOPE award. He said the HOPE nominations had had a positive effect on his classroom performance.

"I don't think I'd ever go into a classroom unprepared. I think in the end it has made me a better teacher," he said. "I think you work harder when you get positive reinforcement in what you do."

Cigler said he had had to change his teaching approach somewhat in his years at KU because the classroom clientele has changed. His political science classes used to be filled with majors; now they are filled with "service components" — students fulfilling a requirement for another major. As a result he has had to broaden his subject matter.

"I find that I have to work harder today in the classroom to interest students in the subject matter than I did four to five years ago because the subject matter doesn't appeal to students as it used to," he said.

Cigler enjoys outdoor activities and takes a special interest in the environment.

"I guess I'm personally concerned with the long-range aesthetic things that suffer in a political system," he said.

In addition to teaching, Cigler is an adviser to the Honors Students Association and Mortar Board.

Joyce Jones, assistant professor of occupational therapy, is the only HOPE finalist not to have been either a semi-finalist or finalist before.

"I look at it more as

something the students have given to me, and I think more of the fact that the students did this rather than the company I'm in," she said.



**Joyce Jones**

Ms. Jones teaches courses in kinesiology, the study of the function of human muscles. She came to KU in 1969 after teaching at the University of Iowa. She received the bachelor of science degree in occupational therapy from KU in 1954 and the master's in 1962 from Western Michigan University. In 1975 she was honored as Outstanding KU Faculty Member by the Commission on the Status of Women.

Reflecting on her college days, she said, "I think the instructors that I learned most from were those who really took time to explain and to help the students understand the material — those who took the humanistic approach and didn't set themselves apart as non-human entities."

She remembered particularly Laurence Woodruff, KU emeritus professor of biology and entomology, as one in that mold.

Of herself, she said one of her strongest points as an instructor was that she really cared about her students' learning.

"They're going to be working with patients —

people who'll be depending on them for their daily functions," she said.

"I strongly feel that any student that has a real desire to learn and is willing to put forth the effort can. I think 90 percent of the student's academic life, and success in that, really comes down to if they want that," she said.

Ms. Jones described herself as a "real nature lover" who likes to fish, birdwatch and garden. She enjoys reading autobiographies, of which Helen Keller's was most memorable.

Donald Jugenheimer, an associate professor, has taught advertising courses in the William Allen White School of Journalism since 1971. He holds bachelor's, master's and doctoral degrees from the University of Illinois, where he taught advertising courses for four years.



**Donald Jugenheimer**

Jugenheimer teaches three courses and directs the school's graduate studies and research programs.

"I always thought professors should be able to demonstrate to me why they found their topic of enough interest to devote their lives to it," he said.

"They should also try to give that same amount of interest to the students," he said.

Jugenheimer said his personal interest in and willingness to help students were his strongest points as an instructor, in addition to providing them with a challenge.

"That's very important to the student; they don't want a watered-down course," he said.

"Sometimes I may expect too much of my students. Some resent it, some don't. I'm not sure I'm willing to apologize though, for being a tough instructor," he said.

Last year was Jugenheimer's first as a HOPE finalist, but it hasn't affected his teaching, he said.

"It's nice to be appreciated for what you're doing and trying to do, but I don't think it's made me tougher or easier," he said. "It may have brought about reassurance in my teaching."

In his spare time Jugenheimer likes to re-finish antiques, raise tropical fish, garden and read. Originally, he did not intend to enter teaching.

"I was exposed to some rather good teachers in my upperclass and graduate years in college. In fact, I intended in graduate school not to teach, but as I saw more of the people I thought I wanted to emulate, I changed my mind."

Lee Young, professor of journalism, is serving as acting associate dean of the William Allen White School of Journalism. He also teaches newspaper management and the magazine curriculum.

Before joining the faculty at KU in 1964, Young was business manager for advertising, circulation and personnel management for the Veterinary Medicine Publishing Co. of Kansas City, Mo. He received the bachelor of arts degree in American studies in 1950 from Syracuse University and the M.S. degree in journalism from KU in 1967.

Reflecting on having



**Lee Young**

been a finalist for the HOPE award six of the past nine years, Young smiled and commented, "Always a bridesmaid, but never a bride."

But Young isn't bitter.

"It's very pleasing in one sense. You'd have to lie to say it's not ego satisfying — knowing that students are reacting positively to what you're doing. It's a continuing delight to receive student recognition," he said.

Young said that when he was in college his expectations of a good instructor were one who not only knew his subjects well, but displayed an interest in and had an interest in transferring it to his students.

"I remember very well what it was like to be a student, and I try to put myself into his chair," he said.

In his 13 years of teaching, Young said he didn't think there had been any serious changes in students.

"I know students have changed in respect to how they've felt about campus activities and so on, but I don't find their needs different in their approach in the classroom."

He described teaching as a never-ending job — one that left him with less spare time than he had in the business world.

"To escape the world" he loves to play golf, something he and his wife, Shirley, do together.

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Through membership in the Williams Fund's six clubs and from contributions through grants, wills and memorials, alumni and friends of the University are providing assistance to young men and women in obtaining an education. This is a gift which has no price tag on it.

All the members of the KU athletic department and teams sincerely appreciate the unselfish donation of each Williams Fund member. It is a very special gift and one which deserves a very special thank you.

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Hedrick, Clay E. Jr. Newton	Kiewer, Karl Topeka	Martin, James L. Topeka	McElhaney, Mrs. A. H. Houston	Quillen, David Wichita	Schick, Doyle D. Overland Park
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Henman, Ivan L. Troy, Ohio	Kirkpatrick, James W. Shawnee Mission	Mausolf, Lavern Prairie Village	McMillen, Audra Baldwin	Ramsey, Brian C. Overland Park	Schneider, Vern H. St. Louis, Mo.
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Hesse, Burns Rossville	Kovac, Charles A. Kansas City, Kan.	Markham, David K. Parsons	Naylor, Robert W. Kansas City, Mo.	Rankin, Elmo C. Clay Center	Schulz, Dr. B. L. Russell
Hills, John H. II Lawrence	Kovanda, Everett Salina	Marshall, L. J. Jr. Topeka	Nelson, Donald Topeka	Rea, Don W. Kansas City, Mo.	Schultz, Richard A. Topeka

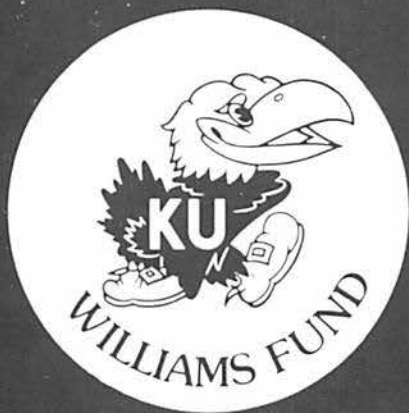
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Scott, Stan Topeka	Sinclair, William A. Osawatomie	Spreier, Don Larned	Thomas, David M.	Waddell, James A Topeka	Widick, Gloria B. Atchison
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Segerson, John Topeka	Slaymaker, John Wichita	Staker, Rodd D. Kansas City, Mo.	Tincher, John C. Lyndon	Wainwright, Ken Bakersfield, Calif.	Wilbur, Ray Lawrence
Selders, Sandra L. Kansas City, Mo.	Small, Marvin B. Westlake Village, Calif.	Stedham, Austin W. Lawrence	Tregomba, Robert Chesterfield, Mo.	Walker, Leland M. Lenexa	Williamson, Jana Scott City
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Shea, Edward T. Salina	Smith, Wendy Overland Park	Stilings, William E. Atchison	Turner, Kenneth R. Topeka	Warbinton, David K. Wichita	Winter, Maureen Newton
Shea, Neil P. Mission	Smith, William T. St. Paul, Minn.	Stockemer, Gordon Wichita	Tuttle, Emmett J. Kansas City, Kan.	Weatherholt, Robert T. Prairie Village	Woodburn, Dr. J. T. Muskogee, Okla.
Sheldon, William G. Wichita	Smysor, Frank Lawrence	Stone, Harris Lawrence	Twaddell, Stephen Prairie Village	Weber, Claude Havensville	Yarnevich, Ernie, Jr. Fairway
Shepher, Karen Lawrence	Snook, Ray T. Topeka	Stricklin, Miss Cleo E. Wichita	Ulsh, Ray Prairie Village	Westerhaus, Douglas B. Junction City	Yarnevich, Ernest N. Kansas City, Kan.
Shields, Wayne L. Overland Park	Soden, John R. Prairie Village	Strom, Wendell V. Topeka	Vancrum, Robert Overland Park	Whitaker, Joe Liberty, Mo.	Yarnevich, George Salina
Sieverling, Lynne Lenexa	Soden, Stephen S. Kansas City, Mo.	Sullivan, Thomas E. Overland Park	Vaughan, Lloyd R. & Marilyn Leawood	Whitaker, John C. Kansas City, Kan.	Yonally, Dr. James L. Overland Park
Sifers, Russell S. Kansas City, Mo.	Soliday, Dr. H. L. Independence, Mo.	Taylor, Charles Jr. Lawrence	Vickers, Jerry L.	White, William D. Overland Park	Young, Richard E. Kansas City, Mo.
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# The Heart of Kansas Athletics

The Williams Educational Fund  
The University of Kansas

**Purpose:** The heart of any successful intercollegiate athletic program is the ability to recruit worthy student-athletes and, once recruited, to underwrite their grants-in-aid so that the program will not be a burden on the other areas of the University. This is the purpose of the Williams Educational Fund.

**Williams Fund:** Today's Williams Educational Fund is an outgrowth of the Outland Club, started in 1949 under Dick, Skipper and Odd Williams. The Williams' family was responsible for raising over \$2 million for athletic scholarships from 1949-1973. The Williams Fund underwent reorganization in 1973 and has continued growing steadily. The fund provides much needed private monies for the total intercollegiate athletic scholarship program.

Over 3,200 members, and growing daily, contributed \$700,000 + in 1977. Our goal in 1978 is to totally fund Jayhawk athletic scholarship expenditures. This cost was \$725,000 in 1977 and in 1978 will be \$750,000.

Presently, over 270 Jayhawk athletes at Kansas are receiving scholarship grants-in-aid. With recruiting and scholarship costs caught in an inflationary spiral and with the need to upgrade athletic facilities, it is imperative that the Williams Fund carry its full share of the costs. As the Williams Fund nears its goal of 100 per cent of the athletic scholarship budget, other athletic income will be released for needed improvements.

We are waging the war and we are winning, but we need your help!!

**Tax Deductions:** All contributions payable to the Williams Fund, regardless of amount, are TAX DEDUCTIBLE and are deposited with the Kansas University Endowment Association. Every dollar (100 per cent) contributed is used to pay the scholarship expenses of men and women student-athletes, eg., tuition, room, board, books and fees.

**Information:** All contributions are credited in the year in which membership is pledged. Contributions may be paid in installments. The Williams Fund is qualified for Matching Gift Programs of most companies.

**Kansas athletics needs your vital support; the Williams Fund solicits your help. Talk with a team member of the Williams Fund today or contact John Novotny or Don Fambrough with the Williams Fund office.**

**WILLIAMS EDUCATIONAL FUND / ALLEN FIELD HOUSE / LAWRENCE, KANSAS 66045  
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Telephone* (Home) _____ (Office) _____	Victory Club 500-999 ( )
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\*Please List Area Codes

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